

# PRINTERS' INK

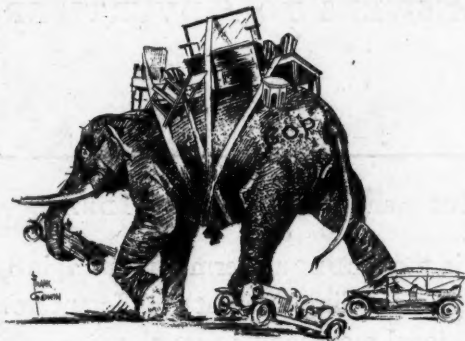
Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. XCIV

NEW YORK, FEBRUARY 3, 1916

No. 5



## Michigan—the High-Geared State

An inquisitive person asked a man from Detroit why it was that three out of every four automobiles in this country came from Michigan. Whereupon the man from Detroit presumed it was "because they were made there!"

But this is only half the reason—the other half is a story of advertising and salesmanship.

Michigan's history includes the story of the automobile. But the story of the automobile would, by no means, be the whole history of this high-geared manufacturing state.

Michigan has been in the manufacturing business for two and a half centuries. Ever since 1668 when Marquette came to missionize the Chippewas, she has been making history. She turned out a chapter for France (which originally owned her), and a chapter or two for Great Britain. But since the good old war days of 1812 she has been making United States history exclusively.

As a state she was hewn right out of the wilderness. Her past is full of thrills. Among other things she produced a good Indian war—Pontiac's—and also a full-size political party—nothing less than the G. O. P. itself! She was a pioneer in developing the American school system.

It wasn't a mere accident of circumstances that made Michigan great as a manufacturing state—not Michigan, with her splendid pioneer courage, initiative and selling talent!

Take the automobile industry—rubber doesn't grow in Michigan and steel isn't much manufactured there. Yet Michigan has built and sold one automobile for every man, woman and child of her population. She produced three-fourths of the 800,000 American cars made last year. She is calmly figuring on four-fifths of the estimated 1,000,000 output this year.

All of which indicates that it takes more than steel and rubber

(The Ayer & Son advertisement is continued on page 95)

## ANSWERS TO ADVERTISERS

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*Q.* What is an INTERRUPTING IDEA?

*A.* It is the FEDERAL term for an original advertising or selling thought so different from conventional monotony, so much more than placid presentation, that it interests the eye, influences the mind and thus interrupts the casual reader. "THE INTERRUPTING IDEA" is the name of a new booklet, published by the FEDERAL ADVERTISING AGENCY and addressed to sophisticated advertisers. It will be sent on request if you write their New York Office at 241 West 39th Street.

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A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

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No. 5

## Finding Overlooked Opportunities in Hard-fought Field

How Talcum Puff Company Pushed Its Way to Up Near Top of Industry  
and Proposes Revolutionary Selling Methods

Authorized Interview by Charles W. Hurd with

**P. E. Page**

General Manager of the Talcum Puff Company, New York, Manufacturer of Air-Float Talcum Powder, Dentapearl Tooth Paste, Page Perfumery, etc.

**T**HERE are about 400 manufacturers of talc powder in the United States. The list was not very much shorter five years ago when a company of North Carolina business men owning a talc mine in that State and marketing a talc toilet powder, began a serious effort to put itself up in front with the two or three leaders who were then in a class by themselves.

You could not have called the outlook a rosy one. The national demand for talcum then must have come somewhat short of the 50,000,000 or 60,000,000 cans a year that are now sold—and that does not put the industry very high; \$4,000,000 a year for all the manufacturers would probably cover it. The biggest producer carried it as a small side line to his more important soaps and perfumeries and did a business with it of possibly \$1,250,000. His nearest competitor was on the edge of the \$1,000,000 class. The balance of less than \$2,000,000 a year was divided among the 400 others.

Another condition that did not particularly help, but made it seem almost impossible for any newcomers to get a footing in the field, was the heavy advertising of the two leaders. To those who were not advertising the business was on a mere price basis.

And the North Carolina business men did not at first see their way clear to advertise. They had had seven years of experience with the proposition and none of them had been very fat years.

### NOTICED LITTLE SOUVENIR BUSINESS

The company had started, according to Mr. Page, the general manager and one of the largest stockholders in the \$100,000 company, down in Asheville, in 1903. Mr. Page had been before that a cotton broker, but at the time he was looking about locally for a more congenial business in which to embark his fortunes. While engaged in that pursuit he noticed a little enterprise that was being carried on in a novel kind of souvenirs, sold to visitors in Asheville. They were little hand-painted silk sachet bags made up like powder puffs and filled with perfumed talc powder. It was a very small sort of a business. The puffs were being distributed through women agents who went from house to house in Asheville and the surrounding country and sold them for 25 and 50 cents.

Mr. Page thought he saw in this the germ of an idea for an outlet for the local talc mines and he took hold of it with the intention of seeing what could be made out of it. He advertised for agents

in other places, using the Sunday papers of New York, Chicago and Philadelphia on a small scale. The original business investment was only \$1,500, and the total returns the first year were only \$4,000, which of course were more than eaten up by the large expense.

#### CHANGED TO TALCUM POWDER

"By the end of the year," said Mr. Page to PRINTERS' INK, "we found out that there was nothing in the powder-puff idea, and dropped it. Instead, we began to pack the powder in cans for the trade, and put a salesman on the road in the West to sell it. We



FIRST NEWSPAPER RUN IN SOUTH HAD ATTENTION-GETTING QUALITY

revolutionized the whole scheme, you see, throwing over the agents as well as the original proposition and making a fresh start with nothing in hand except our experience and additional capital. The name, Talcum Puff Company, continued, however, unchanged.

"Of course, in the beginning there was nothing else to do but sell the talc powder in price-competition. We were not prepared to push it as a quality preparation against the advertised talc powders already on the market. Our only chance of getting into the stores seemed to be by giving the dealers a generous profit and putting a resale price on the package so low that if seen it would recommend itself to the consumer. The advertised talcs were selling at 15 cents for the four-ounce size. We priced ours at ten cents.

"The dealers were making from 30 to 50 per cent profit on one kind of advertised powder and around 25 per cent on the other. These profits included the free deals which both of the leading manufacturers gave and which we were forced also to give in order to gain an entry into the field.

#### GAVE DEALERS 100 PER CENT

"We offered the dealer a profit of 100 per cent. Even then, it was no easy task to make headway against the advertised brands. He knew very well the greater effort required to sell the unknown against the known product, and we could only tempt him by making the work worth while in his eyes. His real co-operation was not given until we had begun to give him advertising help.

"We had picked out what we think a rather happy name for our powder, which furnished us also with a strong talking point. The name is Air-Float. Talc, as it comes from the mine, may be of several grades of smoothness. It may also contain grit and other foreign substances. These have to be refined out. The talc can be refined to any degree. The finest is so light that it floats in the air; that of a talc powder factory is, in fact, full of it. With an eye to the selling appeal, we arranged to draw off the floating and therefore the lightest and finest powder by air-suction. This process gave the name to the product—Air-Float talc powder.

"In the course of several months our one salesman proved that the new powder could be sold at a profit and re-orders secured. Then another and afterwards more salesmen were put on. The next year a second talcum, flesh tint, was added to the original borated powder, and later other cans.

#### CIRCULARIZATION AT FIRST

"Our only promotion in the direction of advertising, meantime, was the circularization of the druggists and the drug departments of the department stores. This was the condition of the



business when we moved from Asheville up to New York City and took up our present quarters, though then much more restricted than they are now, in the Bush Terminal. I had two or three years previously made a trip up to the city to look over the field and see how the chances looked from the inside of the big market. I tested it out by selling our goods

on Broadway and went back home satisfied that we had as good a chance as any.

"When we finally moved up here about five years ago, it was more with the intention of breaking into the metropolitan field and getting a metropolitan address on our proposition than of starting a national campaign. We had advertising in mind, but we did not regard ourselves as anywhere near ready for it.

"But as a starter, we put a few two- and six-inch ads in a small list of Southern papers, naturally having cultivated the South more thoroughly than other sections. Our main reliance for a few years we thought would be the corps of demonstrators which we intended organizing and did organize, soon afterward.

"But it is impossible for anyone who has any satisfactory experience with advertising to let it alone. The following year, 1913, we added some of the newspapers in the Middle Western States to our list.

#### HAD PLAYED UP LOW PRICE

"Thus far, we had emphasized the price, ten cents, so as to standardize it as against the 15-cent talcum powder, which the other houses were advertising. We had talked of talcum powder for the

baby, and for the shaver; had extolled its fineness, softness and purity; and had evolved a striking series of borders and layouts in our ads.

"We had not, however, up to this time sought to gain the attention of the logical purchaser of toilet powders, the mother and daughter, by appealing to her through her own mediums, the

**Air-Float**  
**10¢ TALC**  
AIRY-SOFT FAIRY-LIGHT  
Borated—guaranteed—pure—  
distinctively perfumed. Softest,  
smoothest, safest for the deli-  
cate skin. White and flesh tint.  
Handsome Pound Can, 25¢  
At your dealer's or regular full size  
trial can by mail, postpaid for 10¢.  
TALCUM PUFF COMPANY, Makers and Manufacturers  
Bush Terminal Bldg., Brooklyn, N. Y.

MAGAZINE ADS OF A YEAR AND MORE AGO, SOMEWHAT  
DIFFUSED IN INTEREST, BUT EFFECTIVE IN GETTING  
DEALER-CO-OPERATION

women's magazines, or in the manner that has since proved most effective, namely, by tasteful ads and pictures suggesting use and satisfaction. We adopted this course in 1914, adding four or five women's magazines to the list of newspapers we had been using. The space was six inches single and double, and three inches single.

"Last year we struck a bigger stride. Half pages and less in 14 women's magazines got our message a hearing from a total cir-

culuation of 8,756,984. We distributed a good many sample cans of powder to inquirers, calling them 'vanity case cans,' instead of just samples.

"At the close of the year, our sales were over double what they had been the previous year, far ahead of the estimate we had made a few months previously in a trade circular. They have sent

full spreads and color-pages. As might have been expected, the greater advertising investment we are making led us to bestow a more serious attention upon the preparation of the advertisements. We took exceptional pains to secure artistic photographs and reproductions of them. Instead of merely fanciful figures and faces, the product of an artist's facility,

we have pictured real people with expressions and personalities of their own. Nineteen women's magazines will carry the messages out to 14,000,000 people a month.

"This year, too, we start with billboards. Large showings will be had on the New York-Philadelphia railroad routes. The window-display material, dealer-helps, street-car cards, and electrotype service for dealers have been developed far beyond what we have ever undertaken before.

"Our experience of the past year has opened our eyes, first in regard to the part that advertising is playing in our own campaign, and, again, as to the part it can and ought to be made to play in the campaign of the whole industry.

"We were believers in advertising, from the beginning, but we could not realize how

it affected the whole selling process and stimulated effort within and without the organization until our investment of time, thought, energy and capital was heavy enough to force us to study every result in detail.

"As a matter of fact, up to this very minute, we have done no elaborate consumer-advertising—enough, that is, to account for the

**Soft Enough  
for Tender Skins**

Mothers want a Talcum Powder so light and fresh and fragrant that it makes the baby's skin as delicate and soft as the inner surface of a flower petal. Those who for years have refreshed, softened and protected their own skin with

*Air-Float*  
TRADE MARK

**TALCUM POWDER**

can now get for their children the new "AIR-FLOAT" powder specially prepared and medicated for babies. It's sifted from impurities by floating through the air and it's light and fresh and sweet and flaky as new fallen snowflakes. "AIR-FLOAT" Boroed, Corylopsis and Wintaris. Also the new AIR-FLOAT Baby Talc Boroed. 10c a can at all department stores and druggists.

**10c**

**TALCUM PUFF CO.**  
Bush Terminal Bldg.  
Brooklyn, N. Y.  
*Manufacturers of  
Toilet Powders*

TYPE OF 1916 MAGAZINE ADVERTISING WHICH FEATURES HUMAN INTEREST ILLUSTRATION, BUT DOES NOT YET INCLUDE NEW USES

us up into third and possibly second place, and not so far behind the first. A few years more at this pace would logically put us out in front, for we have only just struck our stride.

"For this year a much more elaborate campaign has been laid out, with the assistance of our agents, the Bates Advertising Company. We shall graduate into



What's new in this month's

## NEEDLECRAFT

Till this is answered, every-  
thing else must wait.

## NEEDLECRAFT

*Three Quarters of a Million Guaranteed*

1 MADISON AVENUE  
NEW YORK CITY

**WILL C. IZOR**, Advertising Manager  
**ROBERT B. JOHNSTON**, Western Manager

Member Audit Bureau of Circulations

remarkable jump in our business. The explanation lies in the co-operation of the trade as a result of the work we have been doing during the last few years, in the big margin of profit allowed it, and last of all, in its conviction that the profit was and is going to be assured to it permanently and multiplied manifold by national advertising. When the trade believed that, it took hold. The conviction of it made 5,000 new dealers for us last year."

"The number of manufacturers who advertise," remarked Mr. Page, "is only three per cent or so of the whole number, and that covers the whole field of advertisers, big and little, successful and unsuccessful."

"There are hundreds, if not thousands, of advertisers who seem to have forgotten the fact that there was a time when the dealers gave their co-operation freely on the mere promise of advertising support. They stocked up with unknown goods. And then, in many, many instances, the support never came. And eventually the dealers, having cut their wisdom teeth, refused to hold the bag any more."

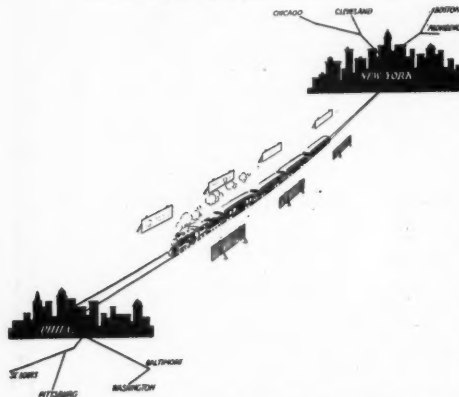
"After this, came in the era of 'forcing the dealer.' That policy, too, came to grief. It was demonstrated that, so far from his being negligible, the retailer is the biggest single factor in the successful distribution of goods. It is simply impossible to ignore or antagonize him without tremendously increasing your overhead and perhaps even putting yourself out of business."

"But even when these facts are known, they are not always taken at their true value. It is not appreciated by every one that the way to get the dealers' ready co-operation is either to advertise or else *guarantee* them advertising that will move the goods they are asked to stock."

#### MORE CONSUMER-ADVERTISING NEEDED

"Now, that was just our position last fall," continued Mr. Page. "We had spent a little money ad-

#### Where 76,000 will see them daily in 1916



Then you see our billboards. We have taken one of the most popular and greatly developed routes in America, the one which connects New York and Philadelphia, and covered it thoroughly with brilliant and cheerful looking painted signs. A model of this sign is reproduced on this page.

Remember that it is not only the traveling population of Philadelphia and New York that you get but it is the immense traveling population which goes through Philadelphia from Washington, St. Louis, New Orleans, on their way to New York. The national Railroad running between these two great centers give their total traffic figures as 17,146,000 people per annum.

Think of the far reaching effect of having 17 million people reminded of the Air-Post Advertisements which they

have read in their favorite Magazine and their favorite Newspaper.

We are planning now to extend our Billboard Advertising as rapidly as possible so that eventually we will have the greatest of every big city surrounded with signs that will remind the people of the Country that the Kossuth Talcum Powder is the World's-Best—can be purchased at every store in every town and corner of the land for one cent.

#### HOW NEW POSTER CAMPAIGN WAS VISUALIZED TO TRADE IN TRADE CIRCULAR—POSTER COPY IN COLORS IS OMITTED HERE

The moral in this experience of the Talcum Puff Company is simply that the old, and yet not so old, doctrine of advertising to the consumer, not alone for the sake of the consumer-demand it actually develops, but also for the oftentimes more important co-operation, cannot be repeated too often. It's old stuff for a lot of advertisers, but there are a lot of others, too, who will have to learn it all over again, and there are a lot of new ones who have not seen it yet.



Reg. U.S. Pat. Off.

ON the Pacific Coast there are three Holt Caterpillars to every other tractor in use. All over the country you will find the name "Holt" stamped on harrow, harvester or tractor. This remarkable growth is the result of high quality in the machinery itself, combined with a sound sales and advertising policy.

Through contact with the Holt Manufacturing Company, the Grand Detour Plow Company, and other clients who manufacture articles for the farm, we have acquired a most intimate knowledge of farm conditions all over the country. One member of our staff has probably done more to advertise farm machinery than any other man. The combined experience of our men—some in Toronto, some in Cleveland, some in San Francisco and some in New York—makes this company especially qualified to direct campaigns in the farm field.

"We Have A Man Who Knows" is a book telling about our organization and methods. May we send it to you?

THE H. K. McCANN COMPANY

Cleveland      New York      San Francisco      Toronto

vertising during the previous three years, and a number of our dealer friends had believed in us and had worked with us for a bigger success. It was plain, that if we wished to get more dealers working for us, the fairly obvious and certain method was to increase the consumer-advertising.

"But as this would involve much waste if it were undertaken without wide distribution, the indicated thing was to stock the dealers

fallen back on the natural policy of inviting all newcomers to 'go get a reputation.'

"Simply to promise advertising would not work, even when we meant it. The ordinary dealer-circular did not look convincing. Anything that would not actually sting would be wasted. What would do it? Show advance copy in a handsome portfolio? Dealers had long ceased to bite on that. But suppose we also included our old ads, that we had run in previous years, and also told the mediums—wouldn't that, wouldn't the increasing size of the campaigns, year by year, create a presumption in favor of *continued* advertising growth?

#### WHY NOT TELL SALES

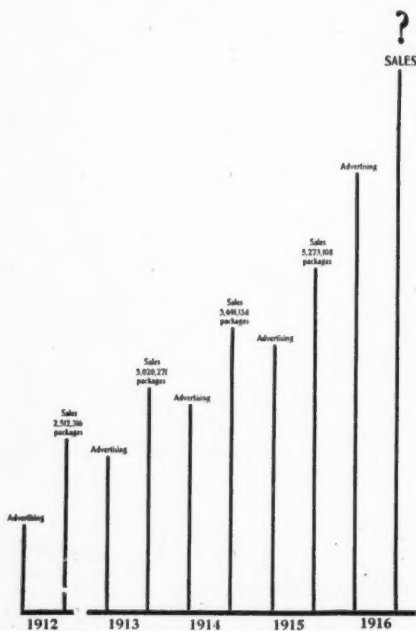
"There was an idea. We thought it would create that presumption. And then suddenly it occurred to us there was one other thing, in the nature of a clincher. Suppose we were to tell our exact sales in each year and show how they had mounted with the advertising! Could anything more absolutely to the dealer that we would keep on boosting the advertising?

"Were we willing to tell our sales? That was the big question. We decided we were and that we did not care whether our competitor found it out or not. In fact, we hoped he would.

And I will tell you why in a minute. We told the sales and to make perfectly sure that the dealer got the point, we 'graphed' the annual gain.

"It took 20 large pages of a trade-circular, 18 by 12 inches, to tell the whole story. Besides the

### Our Successful Policy of Growth



WHEN TRADE CIRCULAR SHOWED ADVERTISING INCREASES AND ACTUAL GAINS IN SALES, MERCHANTS HAD BEST POSSIBLE EVIDENCE OF INTENTION TO CONTINUE

first. And the problem was how to get the dealers, particularly the new dealers, to believe that we were going to launch into a first-class advertising campaign and to help us make good on it, when they had been so often deceived before by manufacturers and had

# Editorial Efficiency

The weekly newspapers of Oklahoma have been commenting pretty freely on the recent consolidation of the Oklahoma Farm Journal with OKLAHOMA FARMER. If there is one man in the country who really "has his ears to the grass roots," it is the Country Editor. Therefore, what the weekly newspaper publishers have had to say about John Fields, now the editor of OKLAHOMA FARMER, will give a fairly good "long range sight" on the Editorial Efficiency of this paper.

This is good news to the farmers of Oklahoma, as they have come to rely on John Fields' very practical advice about general farming methods. John Fields has done more for the improvement of Oklahoma along the lines of agriculture and stock raising than any other man in the state.—Review, Hydro, Okla.

The former subscribers of the Farm Journal will continue to receive the benefit of his sound advice on agricultural subjects.—Free Press, Kingfisher, Okla.

Mr. Fields has been actively engaged in editorial work in Oklahoma so long that Oklahoma farm work and John Fields are identified as inseparable companions.—Gazette, Blue Jacket, Okla.

Mr. John Fields, known more especially throughout the Southwest as the editor of the popular Farm Journal, is not retiring by any means as the friend, along this line, of the farmer, but will continue as editor of Oklahoma Farmer.—News, Billings, Okla.

John Fields retains an interest in the publication and will continue as editor thereof. With the combining of these two favorite farm papers, Oklahoma will now have one of the leading publications of this character in the entire country and as such should, and we believe will, command the support of all up to date farmers and stockmen.—Times, Perry, Okla.

The farmers of the state have implicit confidence in his advice relative to matters pertaining to the farm.—Ledger, Broken Arrow, Okla.

Announcement is made that Mr. Fields will continue as Editor of the combined publication, which ensures its continued popularity.—Telegram, Tahlequah, Okla.

This consolidation means one big, able farm paper (as both have been) with a great circulation carrying good, helpful information to thousands of families that have more or less need of the experience of capable men in all lines of farm management.

The Oklahoma Farmer will be a factor in the agricultural progress of the state.—Eagle, Okeene, Okla.

This will be welcome news to the newspaper fraternity of the state, as well as to those who know Mr. Fields, who has done so much toward developing agricultural Oklahoma. He is without doubt one of the most valuable citizens of the state. The consolidation of these papers will enlarge the field of the versatile editor, and will give him greater scope for the good work which he is so constantly doing. Anything which would cause John Fields to leave Oklahoma would be little short of a calamity. Long may he live and prosper.—Democrat, Wewoka, Okla.

We note that John Fields of Oklahoma is being nominated in connection with the Republican nomination for Vice-President. Not that we think there is any danger of so sensible a man falling for any attempt to hook him up with so foolish a scheme, but as a friend of Mr. Fields we want to protest against his name being thus dragged in the dust. Mr. Fields is too useful a man to be shelved in the senate chamber in Washington. While he is equally handsome as the ordinary Vice-President, he can do more good boosting agriculture in Oklahoma than by serving for ornamental purposes in Washington.—Express, Chickasha, Okla.

*Arthur Capper.*  
Publisher.

Topeka, Kansas, January 26, 1916.  
Ask for a *Capper Bulletin* or talk to any of my special representatives.  
Marco Morrow, Director of Advertising, Topeka; J. C. Feeley, 1800 Mallers Bldg., Chicago; W. T. Laing, 716 Flatiron Bldg., New York City; T. D. Costello, 800 Graphic Arts Bldg., Kansas City; C. H. Eldredge, 1106 Chemical Bldg., St. Louis; M. L. Crowther, 1005 Colcord Bldg., Oklahoma City; J. T. Dunlap, 203 First Nat'l Bank Bldg., Omaha.

## OKLAHOMA FARMER



ads used in four years' campaigns and those laid out for the current year we showed the poster plans, the window display material, the street-car cards and newspaper electrotypes for dealers. All through the front of the book we led up to the big proposition on page 15.

#### LOW PRICE A PROBLEM

"As I said before, one of the biggest problems we have in trying to sell the dealer is the low price of our can. He makes 5 cents a can in quantity lots on the 15-cent can. He can make 5 cents also on our 10-cent can. But many dealers do not quite realize what that means, even after we have told them. Comparisons of percentage, 100 per cent as against 50 per cent, do not make the impression they should, because, as I suppose, they have been made so often, and then have not been lived up to in practice. So we put our argument in a less hackneyed and what we meant to be a more jolting way.

"Don't forget," we said, "that on talcum powders for which you pay \$14 to \$15, you make the 5 cents per package profit which is equivalent roughly to \$7.20 gross. You usually buy ten gross which means an investment of \$140 to \$150.

"With Air-Float, on the other hand, you invest only one-half of this amount and still your profit is approximately 5 cents on every package."

"We say further:

"Our policy is to make a large volume of goods on which we have cut our profit to a minimum. The profit on Air-Float belongs to the dealer, and our profit comes only by selling a huge number of packages during the year. Last year it was between 5,000,000 and 6,000,000 cans, and next year it will be a very much larger amount.

"We will still be content to make the small profit per can and let you get the big end of it, for in this policy of liberal dealing for the dealers lies our own success."

"This matter of halving the investment and getting the same re-

turn as before, we thought would appeal to the trade. As for the latter part, about cutting our own profit to the minimum, that is true. Most of our real competitors are taking a long profit for themselves and giving a short one to the trade. On the same gross volume of business they can make much more. But we are looking beyond to-day. We have only just started. What will the story be five or ten years from now? The best answer to that is the way the dealers take hold of Air-Float after they come to understand what there is in it.

"We made the best job we could of the circular. It was on heavy calendered stock, printed throughout in two and in some cases four colors, had a guide tipped on at page 15, was covered by a transparent paper cover, and bound with a gilt cord. We are told no handsomer circular ever went out to the trade. It costs \$2,160 to send it to a selected list of 5,000 dealers—more than 43 cents per copy—and it paid for itself within a month. We never did anything we were better satisfied with, and we are already repeating it to another list of 5,000.

#### HELPS SALESMEN SELL DEALERS

"It is also the finest thing for dealer-work we have ever put into the hands of our salesmen—there are 20 salesmen now. Their important work is to talk advertising to the dealer, describe how the goods will sell and show how we are providing the kind of sales effort and displays that will sell them. It's all down and pictured out in this circular in such a way as to leave nothing to the imagination. The dealer knows exactly what he is going to get.

"Now, since the time that we got this circular out last fall, several very significant things have happened. First, as I said, the sales far exceeded estimates and have reached nearly 7,000,000 cans. Second, and more important, we have changed our copy policy. The change owes its beginning to the time when we were debating in our minds whether or not we

(Continued on page 89)



11 EAST 36TH STREET  
NEW YORK

**T**HE KLAXON  
*Warning Signals*  
*speak on the printed*  
*page through*  
**CHELTENHAM**  
*Advertising Agency*

## **“And they have spent more than \$10,000,000 for automobiles alone”**

From the agent who wanted automobile ownership figures on Hearst's Magazine, we not only asked the best way to secure these figures, but we trebled the number of names to be investigated and started in.

“If they're on the license list in their States that will show me they come pretty close to owning cars”—so the license list became the basis of the investigation.

42,250 names on our direct subscription list show that 15,987 are automobile owners—an average of 37.8%.

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## These people are located as follows:

State	Total Direct Subscribers	Subscribers Owning Cars	Per Cent
California . . . .	5,961	1,856	31.2
Illinois . . . . .	7,098	2,930	41.3
Iowa . . . . .	2,208	737	33.4
Ohio . . . . .	5,738	2,153	37.5
Penna. . . . .	8,020	2,546	31.7
New York . . . .	8,071	2,825	35
(excl. New York and Brooklyn)			
New York City	2,275	1,424	62
Brooklyn . . . .	2,899	1,516	53
Total . . . . .	42,250	15,987	37.8 Average

5,208 of these subscribers owned cars costing \$1500 or more.

3,844 owned cars costing an average of \$700.

1,459 owned Fords—almost a half million market in this class alone.

In the states of Pennsylvania and Illinois we could not secure the name of the car owned.

This investigation shows that from less than 10% of our total readers the automobile manufacturer has had an investment exceeding \$10,000,000.

You can profitably place your advertisement where people who have expended \$10,000,000 for automobiles can see it.

***Forms for April issue close March 31st***

# Hearst's Magazine

**119 West 40th Street  
New York**

**1024 Hearst Building  
Chicago, Ill.**

***Member Audit Bureau of Circulations***

# Today's Brass Tacks Talks

Fifteen makers of toilet preparations use *TODAY'S only*, in advertising to the "small town" woman's field. The other three magazines in that field have among them but three such exclusive advertisers.

In dress specialties nine advertisers employ *TODAY'S* only. The other three mediums have but six such patrons in all.

These figures are based on 1915 issues and relate to advertisers using 28 lines up.

Frank W. Nye

# How Jewel Tea Co. Built Resources of \$16,000,000 in 16 Years

The Plan of Operation and the Present Financial Showing

By Paul Findlay

IF you want to get together \$16,000,000 in 16 years all you require is an Idea, from which you evolve a Plan, which you put into operation through the combined efforts of Two Men with a trifle of Money—about \$700 in the beginning, to which a bagatelle is added later on—all being rather liberally permeated, macerated and amalgamated by Hard Work, and there you are! With things so plain and simple, why should anybody be without an assorted lot of millions?

The Idea behind the success of the Jewel Tea Company, Inc., of Chicago, is that you can take the people into partnership and trust them implicitly to carry out their share of the bargain.

The Plan is to take a limited line of staple articles of universal home consumption, with coffee as the item for concentrated effort, and go to the people as directly as possible.

And that the Idea is sound and the Plan ingenious is vouched for by the following statement by the President of the company: "The company has never yet failed to operate profitably in any city in which it has started to do business, nor has it, once started, withdrawn from any city."

## GUM-SHOE METHODS

The way the Jewel Tea people operate is like this: Let us take the city of Los Angeles, which they have only recently entered. Without saying a word above a whisper, they rented a commodious store in a neighborhood like Olive and Washington streets. That is a central point, but almost valueless as a retail location. They did not advertise or let their presence be known, save as the news leaked out after operations had commenced. The store was busy from the first day, receiving,

arranging and storing supplies which were largely premiums. About the first things to come were a lot of wagons—eight, according to some accounts, 20, according to others. But with the wagons came an equal number of well-trained solicitors who got busy immediately. There was no waste motion. The most important work, the building of local trade, was begun at once.

The immediately tributary territory was districted among those experts and they began work from house to house, each in his district. Each may have had with him an understudy from the beginning or he may have made the preliminary survey alone. But the plan is that these experts train regular solicitors, or wagon-men, each of whom is to become a permanent fixture in a district. Then the experts will cover another territory with another set of wagon-men. In this way it is planned that Los Angeles and the surrounding towns will soon be completely covered; and very many wagons will be required, from 50 to 300, according to various hearsay reports.

The solicitor goes to the house-keeper with a percolator, for example, and he offers to leave her that percolator right then and there in return for her order for either one pound or two pounds of coffee. She, in turn, agrees to continue to buy her coffee from the Jewel man until she has used coffee to a stipulated total varying with the premium value, and then her obligation is discharged. She may sign an agreement and she may not—I am not sure; but the essential thing and the compelling point of appeal is that she gets her premium right then and there: the Jewel trusts her just as her regular grocer might do, with the added advantage that she pays out

merely by buying from the Jewel, as she needs to buy coffee in any case. This is a plan that is instantly comprehensible to Mrs. Arthur Maitland, of Langdon street; Mrs. Mike Moriarty, of "Short" street, and Mrs. Alexius Krasniewsky, of "The Swamps." Its beauty is its simplicity. It needs no explanation. And the pledge of good faith is on the table—the handsome percolator is a tangible bit of collateral behind the promise of the company.

#### REGULAR ATTENTION AND SOLICITATION

At the time of taking her first order the solicitor arranges with her how often she is to get her pound of coffee. Say it is once each week. Then she will be visited every seven days by the wagon-man, who will work her for orders for tea, baking-powder, spices, extracts, soaps and some other items—all packed under the Jewel brands. Provision is made whereby she is given coupons with these other purchases, and for those coupons she can obtain various premiums of her own selection from a considerable assortment. This obviates the necessity, perhaps, of giving her too much on credit at one time; or enables her to take her time in deciding what she wants for a premium or both.

The main strength of this plan is the steady regularity with which the wagon-man gets around to see each customer. He never loses touch with his patron. He learns to accommodate his movements to the preferences of each. He can "skip" a weekly delivery if she gets long on a supply, or he can double up if she gets short. He is on the job every day; gets to know the family and becomes a sort of family friend. He is not only obliging, but so unfailingly respectful that very soon the mistress "does not mind" if he sees her at the washtub or doing the dishes.

The company offers several grades of coffee; but I understand that the effort is concentrated on the 30-cent and 35-cent grades. Of course, there is margin enough to

provide for the wholesale cost of a good percolator, all other expenses and a nice net profit on an assured outlet for \$20 worth of the goods. And that human nature is trustworthy—backed, of course, by constant, intelligent and skilful watching—is demonstrated by the fact that, while 40 per cent of the business is done on credit, "the amount of individual credits given is, naturally, very small, and our losses from all sources are less than one-half of one per cent." Nobody does any better than that.

#### SUMMARY OF RESULTS

This is a brief outline history of the development of the company:

Started 1899 as a co-partnership with capital of about \$700. Early in 1900 F. P. Ross, present secretary and treasurer, bought in, and "Jewel Tea Company, Skiff & Ross, Proprietors," was started with assets of one wagon and about \$4,000. In 1904 incorporated as "Jewel Tea Co.," with total authorized capital of \$25,000. In 1906 a stock dividend of \$75,000 was declared, increasing capitalization to \$100,000, and in 1910 a further stock dividend of \$400,000 was declared, increasing capitalization to \$500,000.

Between 1906 and 1910 various inside parties invested about \$15,000, making total outside capital put into the business about \$40,000, so that the tangible assets just before recent reorganization about \$3,800,000, represented accumulated profits. Call it \$4,000,000 in round numbers; then add the \$12,000,000 at which the Good Will is now capitalized, and you have your \$16,000,000. Finally, that the said \$12,000,000 is taken with entire seriousness is clearly indicated by another remarkable statement I find in the prospectus: "As all the stock required by the undersigned [the Underwriters] has been applied for in advance by the public, this prospectus appears as a matter of record only."

The main office and plant are in Chicago, but as they are now entering the Eastern States, they have leased a 12-story building



which is being erected in the vicinity of New York. Said building will have rail and water shipping facilities, which will further increase efficiency and promote economy of operation. They distribute primarily to about 400 branches, whence the wagon-men sell and deliver to the consumer. About 70 of the branches are called "main branches," where they have stores and do some regular retail selling as well as wagon distributing. They state that they serve directly "over 1,000,000 customers."

Here are a few points taken from the President's statement:

"Sales of coffee and teas make up 80 per cent of the business. We sell goods of highest quality and eliminate all middlemen's profits. The company sells all its goods under its own name and brands, and is, I believe, the largest retail distributor of coffee and teas in the world. It imports, blends, roasts and packs all its own coffee and, in general, buys at first hand or manufactures all the products it deals in. The company has 2,425 employees."

The statement gives annual net profits as follows:

Year ending Dec. 31,

1914 .....\$ 941,672.39

Year ending Dec. 31,

1915 .....1,464,273.38

A final indication of the vastness of the company's operations can be gleaned from the following:

**Contingent Liability:**

For Letters of Credit issued against coffee on contracts — not received or shipped...\$840,724.74

And yet some men complain that Opportunity no longer knocks!

### R. & G. Corset Plans

Women's magazines and general magazines will be employed by the R. & G. Corset Company in an advertising campaign this year. In 61 cities eight-inch double-column advertisements will appear twice a week for nine weeks.

L. D. Camps, one-time sales manager of the Royal Typewriter Company of New York, has been appointed sales and advertising manager of the Lisenby Manufacturing Company, Fresno, California, maker of the Multicolor Press.

## Cooperage Concerns Unite in Advertising Oil Containers

New Co-operative Educational Campaign to Offset Possible Antagonistic Legislation—Advertising the Desirability and Economy of the Wooden Barrel for Oil

TO offset the possibility of rumored action by the government and the railroads to compel the shipment of inflammable oils in metal drums, as well as to combat the publicity being given to metal containers, 16 cooperage companies and associated interests have started a co-operative advertising campaign in behalf of the continued use of oak barrels for oil shipments. The double-page spread, shown on the following page, the opening gun in this additional example of co-operative publicity, appeared in the January issue of the *National Petroleum News*. It is the forerunner of a series of educational bulletins to the trade on the economy and desirability of the wooden barrel.

Until the introduction of metal drums, the sale of barrels of oil shipments was entirely a matter of price and personal solicitation. Such advertising as was used was distributed by individual coopers in the form of Christmas calendars, blotters, etc.

The manufacturers of metal drums, however, by their individual advertising campaigns in behalf of different makes of steel containers, as well as by the energetic efforts of their salesmen, have made their efforts felt in the field. For two or three years past the question of co-operative advertising by the manufacturers of wooden containers has been agitated without arriving at any definite course of action. It was clearly realized, however, that the success of such a plan could only be based on concerted action as the efforts of any individual cooper are largely restricted territorially, while the problem itself was national in scope.

As a culmination of the efforts



**Factory Manager,  
Remy Electric Co.,**

"I subscribe regularly for your valuable paper, and am pleased to note that nearly all the heads of our departments are also subscribers. It may interest you to know that our plant, at some time or other, has purchased from nearly every firm advertising in the American Machinist."

**Superintendent,  
Jarecki Mfg. Co.**

"When I receive the American Machinist I always start at the beginning and look over the ads first to see what is new. Then afterwards I read the news items. When I need a new tool I always look through the American Machinist first and generally find what I want."

**Superintendent,  
Hetherington & Berner**

"I have been taking the American Machinist for twenty years, and practically all the purchases of machine shop equipment that I have made have been through the influence of the advertising in the American Machinist. These purchases have all given thorough satisfaction."

**Manager,  
Western Cartridge Co.**

"We find the American Machinist very convenient in locating many articles and much machinery for which we have use from time to time."

**The American  
Machinist is the International journal  
of the machinery  
building industry.**

It is one of the five Hill Engineering Weeklies published at 10th Ave. and 36th St., N. Y. The others are *The Engineering and Mining Journal*, *Engineering News, Power* and *Coal Age*. All Members of the A. B. C.



Reproduction of the M. M. Johnson Company's double-page spread in the February, 1916, issue of *Successful Farming*, placed by the Taylor-Critchfield-Clague Company of Chicago

## The Greatest Incubator Ad Becomes a Permanent Foundation

In the February issue of *Successful Farming* for three years the M. M. Johnson Company of Clay Center, Nebraska, have used the center spread position. The cost of this center spread position at the present time is \$3,150.00. This is, and has been for three years, the largest amount of money invested in an incubator advertisement in one medium.

During the three years in which this company have used the center spread position in the February issues of *Successful Farming*, they have also given *Successful Farming* the largest single share of their advertising appropriation.

*Successful Farming* has served a double purpose. It has produced an exceedingly large volume of business at a profitable cost. It has also been found that this large space strengthens and stimulates all their advertising in other mediums circulating in the Great Wealth-producing Heart of the Country, and so the M. M. Johnson Company have come to regard it as the foundation for all their advertising in this field—a backbone, giving strength to the ribs or lesser mediums.





**“Diligence is the mother  
of good luck,”**

Poor Richard says,

**which is true of the sales-  
man, the manufacturer,  
and the user of space.**

Not only does The Farm Journal urge you to regularity, but it practices what it preaches. Printers' Ink, Advertising & Selling, Agricultural Advertising, Associated Advertising, and some other “Advertisings,” carry The Farm Journal's messages.

Every issue is used, and every advertisement is especially written for the publication in which it is to appear. And Gumption is all brand new stuff, too. If you, too, would have good luck, use your diligence to get into April Farm Journal, closing March 5th.

# The Unwelcome "Irrelevant Visitor"

His Futile, Time-Consuming Efforts Are a Factor in the Cost of Space—  
His Methods Contrasted with Those of the Really  
Constructive Business-Builder

By an Advertising Agent

WHEN your Advertising Club eventually starts its Museum of Research, it should include in its Exhibit of Obsolete Practices not only the unstandard rate-card, the sliding-scale rate, and other inefficient practices which are gradually being eliminated, but also, let us hope, "The Irrelevant Visitor."

This obsolete practice could be shown by a sort of Rogers Group. There is a railing in the centre, dividing two figures, one of which is what the heralds call rampant. On one side of the rail is the publication representative who has come into the office of the figure on the opposite side of the rail—an advertising agent (or one of his clients). He has burst in out of a clear sky, solely on the 1-in-100 chance that he may find his victim in, that he may be able to induce him suddenly to drop everything on which he is working, that no one else has made an appointment with him for that time, that he may talk with him, that he will be interested and persuaded by what he has to say, and that he may even be able to give him an order right then and there, for some space in his publication.

The fact that orders for space in any publication are not commonly secured from anyone by anyone as the result of using this method alone, and that on the contrary it produces a decidedly unfavorable attitude toward his publication, does not deter him from trying it patiently all day long in one place after another, and collecting money at the end of the week for it. The publications that deliberately send men out to work on this method are not only unfair to them, even though unintentionally (for no one likes to be put in a false position), but they are apt to injure the business of the very men

whose business they seek—the advertising managers and agents.

If an advertising manager or agent would talk with every visitor (no matter how irrelevant the visit) even for an average of only five minutes each, he would have little time for anything else. He could not build up and look after his own list of accounts, and would soon lose so much business that there would be little left to talk about. The indiscriminate granting of irrelevant interviews is comparable with indiscriminate almsgiving. What's the difference? Time is money.

## A MODEL IRRELEVANT SOLICITATION

In the Rogers Group there will be a concealed phonograph mechanism. Upon pressing a button, the admiring and delighted advertising visitor of a later day will hear something like this:

"Mr. A. Gent, I just stopped in to see whether there is anything doing on the Tobaccoless Cigar account for *Blunderer's*. You know our circulation is 96 per cent men, so it is the ideal medium for you. Or perhaps you can give us a little of that Ironclad Corset copy you have been running in *Nobody's Home Magazine*. If they get the business, why shouldn't we have it too? That's our best little argument. You see, our investigation has shown that all of our men readers are married, hence we have 96 per cent women circulation too, and are the ideal medium for that account. I'll send you a large bound volume as big as a dictionary, containing a complete investigation by our psychologists, showing what they found when they visited these married men in their homes. It will come in handy when you want to press any copy you have pasted up. It just happens that we have a page open facing reading matter, as



four of our advertisers had to cancel at the last moment owing to the rush of orders from their ads in our last issue."

On the other side of the railing is the advertiser or agent (or the "man in charge of the account"), trying hard to restrain himself. He has clutched in one hand a sheet of blank copy paper or a letter from a job-seeker, or anything else he has grabbed up off the desk to put up the front that he is terribly busy on a big deal and his time is worth five dollars a minute. The phonograph gives his reply:

"I am very sorry; but the list was made up last week. The appropriation is exhausted, and we can't get another cent added to it. The advertising manager of the company is paralyzed and can't sign any more orders. However, we will bear you in mind when the next list is made up, a year from next September. You must excuse me now, as my secretary tells me I am wanted on the long-distance 'phone.'"

The caption on the base of the group can read: "The Obsolete Irrelevant Visit. *Obit. cir. 1920.*"

The advertising manager or agent in a metropolitan city can excuse himself upon the implied assumption that the visitor can easily call again at a more convenient time, but in a small or remote place he is under the disadvantage of feeling that common courtesy compels him to see the man who has come such a long distance especially to see him. Some there are whose framed signs in the outer offices proclaim them accessible only between certain hours on certain days, but this rule is ignored when the visitor has come to an out-of-the-way place and naturally will feel hurt if he is not seen, no matter how thoughtless he himself has been in seeking to take up his prospect's time with an argument that is entirely irrelevant to the latter's real requirements.

For a publication representative interviewing an agent we can just as well substitute an agency solicitor interviewing a prospective client—for there are many agency

solicitors who don't know better, and their results are correspondingly disheartening.

Part two will follow immediately. Kindly remain seated—don't go away with the idea that the writer wishes to condemn all kinds of interviews and all kinds of solicitors. On the contrary, many of his best business friends are publication men and he has learned at least as much from talking with them as with any other class of men, and wishes to acknowledge publicly this debt and his inability to pay it off.

#### HOW REAL BUSINESS IS BUILT

As distinguished from the kind of representative upon whom some exasperated souls have overhastily fastened the name of "copy-chaser," and whose activities in connection with "The Irrelevant Visit" may be regarded as destructive (of time and results) rather than constructive (of business), let us consider the business-builder:

This representative, let us say, learns that a certain account is being placed by a certain agency. Before going to see the advertiser or his agent he makes at least a brief preliminary study of the business—the kind of people who use it, and their mode of life, locale, income, etc. The making of such a study, by the way, is a weeding-out process that would largely reduce the number of accounts that the representative would find it would pay him to work on. The most successful representatives are said to work on comparatively few accounts but to "land" a high percentage of them.

If the representative writes to the advertiser he mails to the agency a copy of his letter, with a brief personal note. Shortly afterward he calls on the right man in the agency, and if anyone can humanly get that account for that publication, he is likely to get it.

Assuming that the list is completely made up for the immediate present, or that there is some other good reason why he must wait, he does not "butt in" every now and then to cough out apolo-

getically: "How are you? I just dropped in while passing the building, to see whether there is anything new on that Blank account."

After all, we are all salesmen—or think we are. The ones who think the most about it in the right way make themselves the best salesmen. So when we seem to lay down the law for the other fellow we are in fact laying it down for ourselves as well. We cannot consistently prescribe for him the medicine we would not willingly take ourselves.

But we ask him to take it because it "has helped others—why not you?" We take it and it pays us to take it. We are gaining weight on it.

#### D. R. James, Jr., Heads Chiclé Company

Darwin R. James, Jr., head of the Pyrene Manufacturing Company, has been elected president and a director of the American Chiclé Company, succeeding Henry Rowley. Mr. James will remain with the Pyrene Company for several weeks and for the present no announcement of his successor will be made.

#### Ralph Foote With Bromfield & Field

Ralph Foote, for the past two years connected with the domestic and export advertising departments of the Remington Arms-Union Metallic Cartridge Company, has resigned from that company to become associated with Bromfield & Field, Inc., New York City. Before going to the Remington company he was connected with the Taylor-Critchfield Company and the H. W. Kastor & Sons Advertising Company, both of Chicago. He was also for some time identified with the Ethridge Company, and at one time conducted an agency of his own in Seattle.

#### Death of S. S. Chamberlain

Samuel Selwyn Chamberlain, publisher of the *Boston American*, died in San Francisco, January 25th, aged 64 years. He had been a newspaper man for 40 years. He had served upon the *Newark Advertiser*, *New York Herald*, *New York World* as assistant editor and *New York Evening Telegram* as managing editor.

In 1889 Mr. Chamberlain joined the *San Francisco Examiner*, and with the exception of one year spent the balance of his life in executive positions upon the Hearst publications. That one year he was with the *Philadelphia North American*.

## The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

# A Substitute for Prize Contests

"The Majority of Sales Managers Will Find It Advantageous to Keep Away from Prizes," Says This General Sales Manager

By H. B. Harper

General Sales Manager, The Willys-Overland Co., Toledo, O.

SOME day someone may devise a system or method of prize award that will permanently benefit the individual and the employer. Schemes with which I am conversant as having been tried out, seem to have failed in any permanent results. Inasmuch as the manufacturer, building for the future, must necessarily interest himself in those things which make for permanency, the prize system would seem, for the most part, to have been unsatisfactory.

I recall an elaborately conceived plan worked out on the basis of points, with 30 many points for this and so many points for that—something for every conceivable duty of the salesman. Several of the prize winners—and the prize values ran into the hundreds of dollars—have since been discharged for general inefficiency, and most of the subsequent promotions in that organization have gone to men who didn't figure in the prizes.

## CONTESTS ARE INELASTIC

The first objection to prize awards is that the average conditions of a prize contest are not flexible enough to cover varying territory and sales conditions, nor can they take complete account of changes arising subsequent to the announcement of the contest.

In 1914 an Iowa salesman may have made a splendid record, and that record became naturally the basis for 1915. In 1915, well after the year was half gone, the corn crop was found a failure and sales fell off. In Connecticut, 1914 was not a particularly good year, but the war made 1915 a prosperous one for the State,—even the weaker salesmen couldn't help but produce.

It isn't always the best salesman turns in the greatest amount of business, or shows the greatest

percentage of increase. You might often have occasion to take your very best men and transfer them into territories where you know they cannot possibly make a showing at least for two or three years, but you know their work will all be of a constructive nature—they are lining things up for the future and the results are bound to be very profitable to the firm. If you try to put them on a prize basis, you have to work your proposition out from previous records in the territory. You are just as apt to be too high as too low, because your prize contest is over before the salesman can begin to show results. Then you send him a record of prizes that the salesmen are making in the territory he has just left, and he is discouraged and disheartened.

Too many sales organizations are failures, not because of prize systems or lack of prize systems, but because the head of the sales department does not work closely enough with the rest of the sales organization. If you know your men well enough, and know the conditions they are up against well enough, you will know which men to pat on the back and compliment, which men to go after hard, which men need this kind of a letter and which men need that kind, and which men need talking to rather than writing.

Then again, prizes encourage sharp practices on the part of salesmen. Really, it isn't absolutely honest for a salesman to get dealers to hold up orders until he arrives; it gives opportunity for the said dealer to change his mind or give the order to a competitive salesman who may call in the meantime. Nor is it conducive to the manufacturer's peace of mind to learn that several salesmen in the same city work in cahoots to increase the total of

# The Rest of the Automobile Story

## Tires

Collier's carried 51,645 lines of tire advertising in 1915—a gain of 9,536 lines over 1914.

## Accessories

Collier's carried 68,868 lines of accessories advertising in 1915—a gain of 2,564 lines over 1914.

**Collier's** <sup>5¢ a copy</sup>  
THE NATIONAL WEEKLY

A. C. G. HAMMESFAHR, *Sales Manager of Advertising*

J. G. JARRETT, *Eastern Manager*

J. E. WILLIAMS, *Western Manager*

A reader writes: "We keep Collier's Auto Number on the library table as a sort of bible—during the new-car-buying-fever which is upon us."

This Week—February 5th

**"Audiences"**

By Victor Murdock

## *The Sperry Magazine*

¶ With a guaranteed circulation of Over Half a Million copies, is being distributed in 751 Cities in 37 of the principal states of the Union.

¶ In each City one prominent merchant or Department Store, of known responsibility, controls this distribution, at the same time giving to the publication the combined Force and Standing of his organization.

¶ No other magazine on the Continent enjoys a similar strategic position or offers such a complete Tie-Up between the Consumer and the Dealer.

¶ No Rural, or other waste circulation, far removed from where advertised goods are displayed and offered for immediate sale. The Sperry Magazine is on the Firing Line, not back in the Trenches. If you have 42 centimeter copy, we have the range and will drop your story right into the hands of The-Woman-Who-Buys. Any publication can sell space, we Sell Service and Render Service.

## THE SPERRY MAGAZINE

2 West Forty-fifth Street, New York  
A. E. MacKINNON, *Business Manager*

one individual, dividing the prize.

And again, prizes discourage conscientious salesmen who, working for the future, work the territory thoroughly instead of concentrating on point or prize winners. Many a prize winning live-wire has killed his territory for the future by neglecting doubtful customers and jumping from sure thing to sure thing. The conscientious salesman knows this is done and becomes discouraged, looks around for another job. The prize-winner too often works for immediate dollar and cent totals.

A fourth point suggests itself in the statement that prizes encourage men to make short spurts, put on a little extra speed during the life of the contest—a pace that they don't keep up after the contest is closed. Even if that were true, it wouldn't be as bad as it seems because if a man strikes a certain gait during a contest then the home office knows what he can do,—that is, they have his batting average, something to hold him to after the contest is over, while if the salesman had never made the spurt there would be no such mark and he would be able to satisfy the home office with smaller returns.

But the trouble is that spurt is not combined with conscientious effort and the work of the salesman is not of a constructive nature. If the spurt could be combined with thoroughness—and it more readily can in small territories—then the spurt is a good thing as a means for arriving at a level by which to gauge that particular salesman. And the wide-awake, aggressive sales manager will take full advantage of it.

There is no one ruling, or one type of contest that can be successfully used by all manufacturers, for the product and the territory, the price and countless other things must be taken into consideration, but I am inclined to think that the majority of sales managers will find it advantageous to keep away from prizes.

#### PROFIT-SHARING AS A SUBSTITUTE

This being the case, what is the substitute?

If business is thoroughly estab-

lished, so that any given territory properly handled by the salesman may be expected to show a reasonable profit, and the salesman has a certain prescribed territory, more permanent results can be secured from putting the salesman on a profit-sharing basis than on a prize basis.

It would seem perfectly fair, both to the house and to the salesman, if the salesman were required to do a certain pre-determined amount of business to earn a certain salary and that he get an agreed-upon percentage of the profit of the business secured over and above that pre-determined amount. This salary or drawing account need not be the same with all men, it need not be the same year after year, nor need the amount of business to be secured by the salesman be a fixed quantity from year to year. In fact, there are decided benefits to be secured from giving the salesman a higher mark at which to shoot each year.

For instance, if a man is on a salary of two hundred dollars a month, and his last year's business was \$50,000, let him know that he is being paid two hundred dollars a month for \$50,000 worth of business; but if he jumps that business to \$60,000, there is an additional thousand dollars' profit in that to the house and twenty-five per cent of it will go to the salesman.

If the product, or the policy, or the method of handling salesmen or territory doesn't permit of figuring the salesmen on the basis of the profit that they themselves make, then it devolves upon the sales manager to keep in such close touch with his salesmen, and have so intimate a knowledge of just what they are doing, that he will know at all times just which men merit promotions, increases of salaries, etc., and will see that no man waits an unnecessarily long time before being rewarded. If it is generally known throughout a sales organization that the man who is conscientious and makes good is sure to get his salary increased with regularity, and that when a branch manager is

needed or a department head is required the fellows on the road will get a chance at it, you have given the salesmen an incentive for their best efforts.

Too many firms keep everlastingly hammering at salesmen for more business, and then hire a brand new man for some particularly choice piece of territory or to run a branch or to take charge of a department.

Salesmen, after all, are just plain, everyday, ordinary human beings, handicapped by having to be away from home a good deal, and they ought to be made to feel that some one at the home office is individually interested in them personally. Sometimes some of them want to tell their troubles, they want advice about things that have nothing to do with business, and, if they feel that the firm is enough interested in them to become intimately acquainted with them, and in a position to give them this advice and help, it is going to offset the prize systems of a competitive manufacturer. This doesn't mean babying or playing to their weaknesses—you can hold just as stiff a rein on men and still cultivate friendship with them, in fact, you can hold them better in line that way than you can by perpetually driving.

### Twist With Smith Form-a-Truck Company

Stanly H. Twist has been appointed to an executive position with the Smith Form-a-Truck Company, Chicago, and will direct an advertising campaign that has been prepared for the company. Mr. Twist has been president of the National Movie Magazine Corporation and before that directed the advertising of the Selig Polyscope Company and other motion-picture concerns. At one time he was with the advertising department of the Los Angeles *Herald* and had conducted an advertising agency of his own.

The Smith Form-a-Truck Company manufactures a truck attachment for Ford cars.

Harold A. Oldroyd, for a number of years assistant to the advertising manager of the J. B. Lippincott Company, Philadelphia, has been appointed advertising manager of the Bonner Manufacturing Company, of the same city, which makes women's apparel.

### Big Crowd at Representatives' Club Dinner

Between two and three hundred publishers, advertising agents, advertisers and representatives gathered at the annual banquet of the Representatives' Club of New York, at the Hotel Knickerbocker, last Friday evening.

The speakers were Isaac F. Marcosson, Gerald Stanley Lee, George W. Walter and Frank Crowninshield, editor of *Vanity Fair*.

Both Mr. Crowninshield and Mr. Walter spoke wittily and furnished the sauce in the speaking menu. The remarks of Mr. Marcosson and Mr. Lee had to do with preparedness. Mr. Marcosson spoke in his usual interesting style of conditions he had found abroad, and it was his belief that Americans would have to look well to their industrial organization in order to prevent being swamped with goods from abroad after the war. Said Mr. Marcosson in part:

"First and foremost in that preparedness must be this fact, that we, as business men, make ourselves independent of this war-order business to-day. It is being carried on, as you and I know, on the basis of inflated overhead cost, on the basis of inflated profits, that cannot economically last when this war is over. . . . We need a new system of international finance, in which the dollar credit goes hand in hand the world over with the dollar product. We need the enactment of new commercial treaties while this war is going on, so that we can capitalize to our own advantage the world-need of us now when we alone stand at its trade counter. And we need most of all some economic statesmanship that puts business above politics and offers no barrier to legitimate commercial expansion."

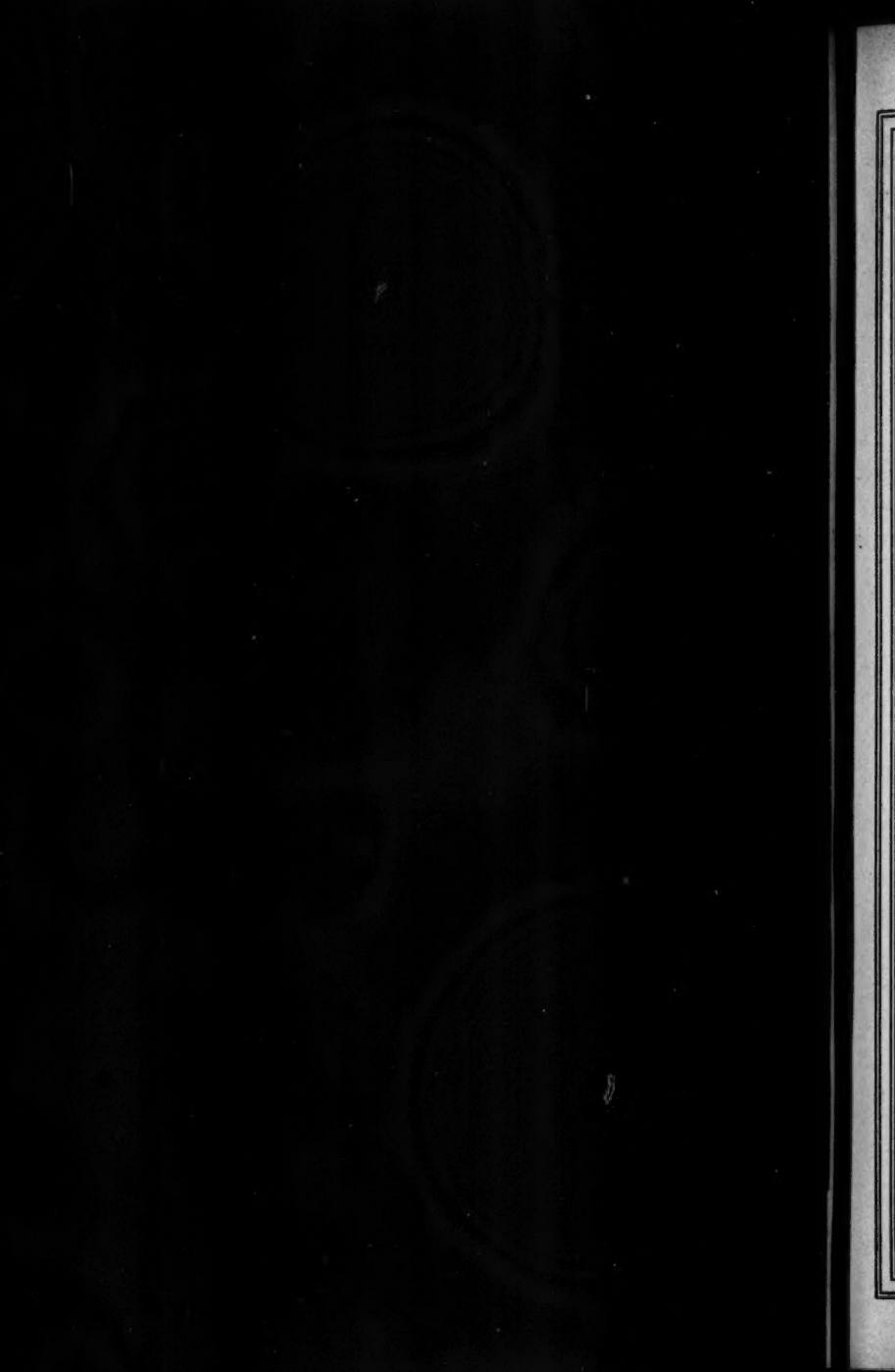
Mr. Lee, the well-known author of "Crowds," also took for his subject the matter of preparedness. He believed that Germany needed the ability to advertise its intentions to a doubting world. He thought that if Germany could make the world understand that it had the best of intentions in carrying on the present war, the world would think better of her. Mr. Lee delivered himself of several epigrams, among which were: "The advertising point of view in the spiritual world is what the aeroplane is"; "Salesmanship is based upon the power to remove illusion"; "I have come to the point where I feel that we live in a world where everything that we hold sacred turns upon the power to touch the imaginations of other men, and persuade them and make them see things as we do."

### Newark Papers Resold

W. W. Chapin, who purchased the Newark *Evening Star* and *Morning Eagle* recently, at public auction, has sold the properties to a syndicate composed of Nathaniel C. Wright and Harry S. Thalheimer, publishers of the Toledo *Blade*, and H. G. Halsted, vice-president of Paul Block, Inc.







THE  
ARISTOCRACY  
OF  
ACHIEVEMENT

*Some Plain Facts About  
"Quality Circulation"—4*



# *The Aristocracy*

**P**HILADELPHIA is full of stock  
king, the merchant prince, captain  
nobility of every calling. The  
line of work is the quality essential to ad-

The Aristocracy of Achievement includes  
the trusted employes of the enterprises that  
of the world's richest cities. After  
tribute that the world pays to the succe-

The Public Ledger is the representative of the  
paper of Philadelphia's Aristocrats and of  
Achievement today as it has been since 1836. The conservatism, the integrity, and the  
its editorial and advertising policies find a truste  
cordial reception among the solid citizens of  
of Philadelphia.

The Public Ledger is a daily guest in the  
Philadelphia's well-furnished and comfortable  
able homes.

**PUBLIC** 

*Price Cents*

# of Achievement

ullocracy. It includes the money  
ince captain of industry and the lesser  
ng. re-than-ordinary success in some  
essen admission to this circle.

emecludes the executives, owners and  
ntes that have made Philadelphia one  
Atter-than-average incomes is the  
o the successful men.

ntative The advertiser who seeks the *profitable*  
ats grade of Philadelphia cannot afford to over-  
sindook the opportunity of being introduced  
ity, to the Aristocracy of Achievement by their  
find trusted friend and adviser.

itizes The Public Ledger's daily visiting list  
ncludes 60,000 members of the Aristoc-  
est racy and their families. On Sundays the  
nform number is increased to 150,000.



## LEDGER

Price Cents

**PUBLIC LEDGER**

Daily Circulation, 60,000

Rate per line, 20 cents

**EVENING LEDGER**

Daily Circulation, 100,000

Rate per line, 20 cents

**COMBINED CIRCULATION, 160,000**

Combined rate per line,  
30 cents

**SUNDAY PUBLIC LEDGER**

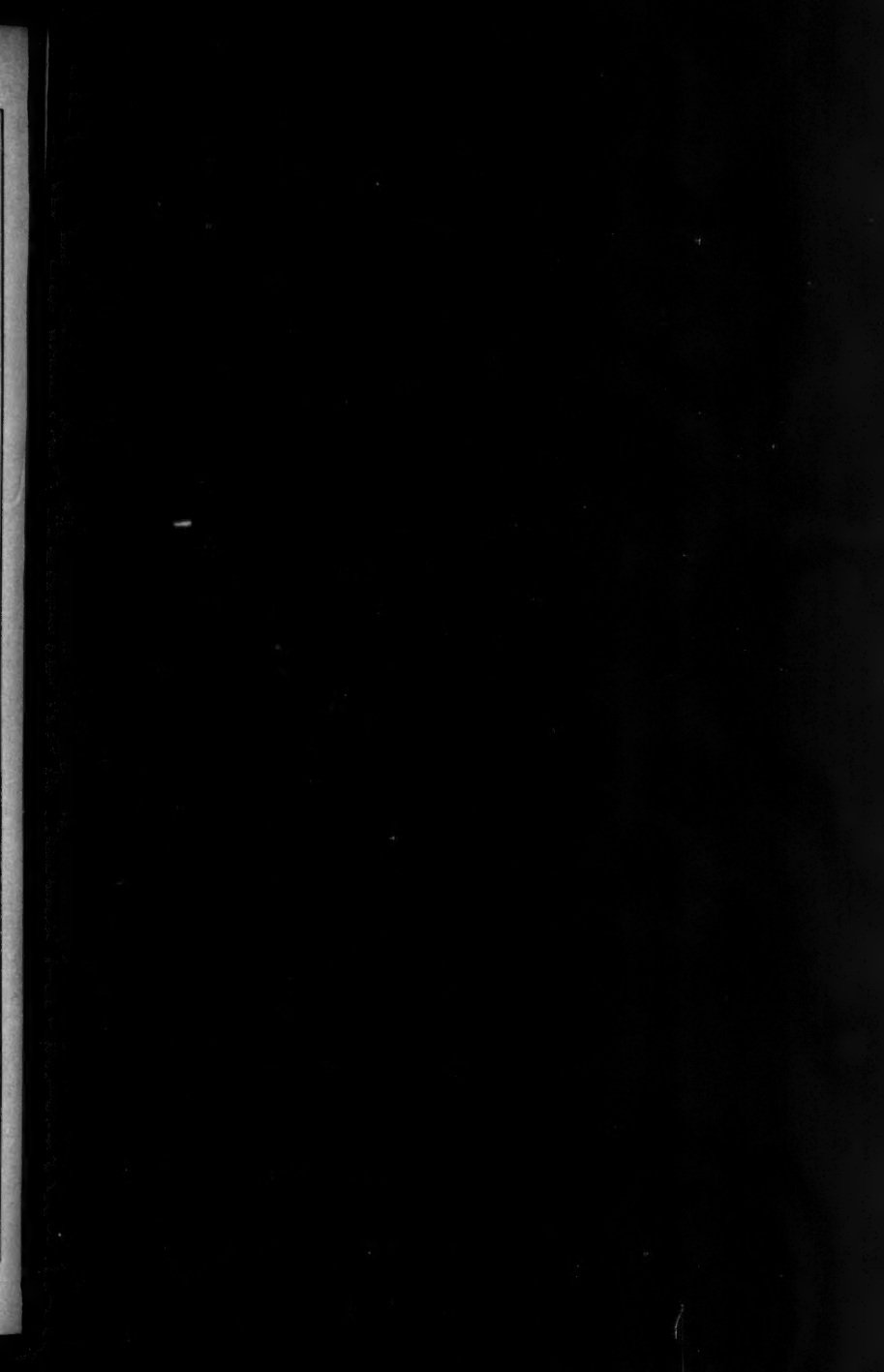
Circulation, 150,000

Rate per line, 20 cents

The SUNDAY PUBLIC LEDGER  
may be used in combination  
with EVENING LEDGER of any  
weekday at combination rate  
of 30 cents per line

**PUBLIC LEDGER  
EVENING LEDGER**

INDEPENDENCE SQUARE  
PHILADELPHIA



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# Advertising in Newspapers for Large Building Contracts

The Turner Construction Company's Campaign and the Motives Behind It

By H. A. Beers, Jr.

**T**HROUGH the consistent use of small newspaper space over a period of ten months the Turner Construction Company of New York has closed one big contract running into hundreds of thousands of dollars which, it is satisfied, was greatly influenced by this method of approach.

This company, which specializes in concrete industrial buildings, had not anticipated any immediate or direct results from this advertising when it began. In its line of business the average period for consummating an order runs from six months to a year—sometimes several years—and the advertising was started mainly with an eye to its prestige building and accumulative goodwill value.

For the first six months since its inaugural in March, 1915, therefore, no especial efforts were made to check up any possible results accruing to it. During the past two months, however, J. P. H. Perry, manager of the contract department, took occasion to examine into the source of inquiries coming into the office. He found that, in addition to the contract previously mentioned, in this period 22 leads, or an average of three a week, were developed either directly or indirectly through the influence of the small advertisements the company has been running.

Four or five years ago this company first began to figure on newspaper advertising as a possible ally to its contract department. That advertising might consummate a contract, however, it did not consider. In this field when a "lead" develops, the whole force of the contract department is concentrated on the prospect, as is consistent with a proposition where orders are comparatively few and run into large figures.

And, as has been stated, a sale with them is not a matter of an hour, a day, or even a month's time. It represents highly concentrated personal attention that at the end of six months or a year may either land the contract—or lose it.

One by one the company has been adding to its string of accomplishments for such concerns as the Robert Gair Company, the Ford Motor Company, Colgate & Co., the American Can Company, the Loose-Wiles Biscuit Company, the Bush Terminal Company and others of national repute.

## ADVERTISING, FIRST OF ALL, FOR PRESTIGE

While these testimonial possibilities accumulated, nevertheless the company found that here it was losing a contract to a competitor, and there to another. As these occasional good chances slipped away, the management set out to analyze the reasons for these lost opportunities. As far as they themselves were concerned, they figured that their position in their line was one that should inspire the wholesome respect of their prospects. And yet prospects, when approached, were on the whole more or less unacquainted with the company's achievements. To be sure, a recitation of its record never failed to be impressive, but these facts too often fell on virgin soil. Its work was not as well known in the trade generally as had been thought, or as the management felt their position entitled them to be.

In the cultivation of a prospect they figured that a previous knowledge of their various accomplishments would go far toward finding his mind prepared for their proposition when the contract men should arrive on the scene.

Very possibly it might serve to cut down the elapsed time between the first call and the clinched order.

In taking up the considerations that led up to their embarkation upon a newspaper campaign it must be borne in mind that they were not entirely novices at advertising. They have always considered their periodical bulletin or house-organ giving the news about important contracts as of

once a month to perhaps one a day as the prospect grows warmer. The purpose of the follow-up is primarily to emphasize the work of the contract department after the lead has developed.

They had also done some intermittent advertising in national class publications, or in specialized trade journals when they had completed a new building for a concern in one of those special fields. Such advertising, however,



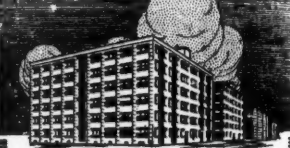
L. E. Waterman Co., New York City  
Ludlow & Valentine, Architects.

**"Turner for Concrete"**

This building, 10 stories and basement, was erected in 3½ months in a congested district with no extra space available for storage of materials, bending steel, etc.

Two repeat orders have since been received.

**TURNER**  
Construction Co



Bush Terminal Co., Brooklyn  
Four of 14 Bush buildings erected on cost-plus-fixed sum contracts  
William Higginson, Architect.

**"Turner for Concrete"**

Turner has concentrated on reinforced concrete for 13 years—527 contracts.

14 for	Bush Terminal Co.
8 "	Robert Gair Co.
22 "	Standard Oil Co.
7 "	Carborundum Co.
26 "	J. B. King Co.
6 "	American Agricultural Chemical Co.

Nearly every prominent Metropolitan concern that has built in concrete has used the Turner Service.

**TURNER**  
Construction Co

NAMES OF WELL-KNOWN CONCERNS USED IN NEWSPAPER TESTIMONIAL COPY

the greatest value. These bulletins are circulated through the trade in general, as well as to prospects, to keep all possibly interested in touch with their proposition.

They also employ a system of mail follow-up, consisting in the main of photographs of important contracts with a little typewritten paster giving the specifications as to time, etc. These are mailed out to prospects at intervals varying anywhere from

had been without any consecutive effort to appeal to the field continuously.

One of the considerations in taking up the newspaper campaign was the question of a more complete centralization of their business in local territories, where the work in its various stages of development could be under the personal supervision of the department heads.

And the market to be reached through the medium of the news-

paper? There are more than 1,000 members of the Building Trades Employers' Association alone, they figured, that this advertising would affect. There is the army of insurance men to be interested in this type of construction. There are, moreover, the architects, the real-estate men, the material men, and finally the prospective builder himself, in whatever numbers he is present in a community like Greater New York and its environs.

They also figured that the advertising would have a certain influence in getting repeat business from concerns for whom they had already done work, by presenting a constant reminder of themselves before these concerns.

These men, necessarily busy members of the community, and almost impossible to reach personally, would be more likely to notice and read a small top-of-the-column ad with its message so laid out to tell the Turner story at a glance; very possibly they might tear it out for future reference. Moreover, they are practical men, men who place more importance in accomplishment than in a theoretical exposition of qualifications. This is the angle their copy has worked along consistently.

"That is the way we feel when a salesman representing, say, a door concern approaches us," said Mr. Perry. "He makes a stronger impression if he says: 'Our doors were used in such-and-such an important contract,' than if he spends his time talking about the merits of his particular door. We give him a polite reception in any case, but the former method bears most weight with us in securing our interested attention."

It was decided, therefore, that the method of copy presentation would be, first, a line drawing of a finished building that would be recognized immediately by the most casual observer as of decided importance and magnitude, with a brief explanatory caption of the picture. Second, to associate this contract with a slogan display. And, lastly, to display the name of the company at the bottom. In

between runs some copy regarding the fulfilment of the contract, and the company's qualifications for its line of business. To this reading matter, however, it attaches less importance than to the pictorial testimonial, the slogan, and the company's name as a business-stimulating trio. In each case, also, the copy mentions the name of the architect that designed the structure.

Their slogan, "Turner for Concrete," was chosen from a possible 42 submitted by the John O. Powers Company, the company's advertising agents, and was the unanimous choice of the agency heads. The company was at first not much impressed with its value. As the advertising developed, however, this attitude toward it changed until the management came to realize its force as associated with their proposition.

#### COPY NOT PRIMARILY EDUCATIONAL

It was not the purpose of the advertising to further the cause of reinforced concrete construction. The beginnings of such educational work is a matter of history so far as this field is concerned. In this connection it might be said that the immense amount of national educational work in behalf of cement and concrete construction by cement manufacturers, according to Mr. Perry, has greatly simplified their selling problem in this direction.

But it was the company's aim, rather, in its local campaign, wherever any construction was contemplated to associate its name with a representative modern type of industrial building, so that the prospect might think simultaneously of this type in connection with its name. Incidentally, the advertising points out that a considerable portion of the business has been secured upon plans previously prepared for other types of construction.

"We wanted to keep our reputation alive—thoroughly alive—in the trade," said Mr. Perry. "It's very much with us as with the owner of an automobile who's looking to buy a higher priced

car. He's pretty likely to ask questions of somebody connected with the business in some way about different cars. For instance, a man may have been thinking for eight or ten years of enlarging his plant some day. He may have a friend or neighbor in some way connected with the trade. He may not figure on employing this friend to do his work, but he believes that this man can give him some information along the lines he wants. He may, or may not be quite sure about the type of building he wants, but he may mention that he's thinking of re-inforced concrete. The friend may try to argue him out of it, but he'll say: 'Suppose I do want re-inforced concrete, whom ought I to see?' The other will be pretty likely to say: 'Well, there are the Turner people. They've done such and such a job.'

#### IN BUILDING, PAST PERFORMANCE COUNTS

"In our line we want to let people know the sort of concerns we do work for, and get them to talking about it. Then when our contract men reach a prospect he'll know something about us from actual association, by reputation, or from a personal reading of our ads, instead of our having to start with him and tell about ourselves from the beginning. Usually when a man begins to think of building it is months, perhaps years, before he comes to the point, and if we can get him to thinking about us, or talking with somebody about the class of work we are doing during this period, it helps a lot. Where there may be two or three others in after a contract and he knows something more about us, he's pretty likely to take a more personal interest in our proposition than in the other comparatively unknown concerns. That to us is the association value of our slogan.

"It is for this reason that we did not at first expect or try to trace any definite results from the advertising. We looked rather for it to accumulate good will for us, year by year; in brief, to bring

about a general recognition of our position in the trade."

So far about 90 different buildings for well-known concerns have furnished copy material for the little ads, and as the company is erecting about 50 new buildings a year it expects to maintain the variety of its announcements indefinitely. Fifty-six lines single column has been the uniform size of the ads, with occasional larger space for some special occasion. The company plans also to keep up this advertising indefinitely and possibly to extend it to Buffalo, where there is a branch office.

As announced at the outset, it made no special efforts at first to check up results, but such an investigation within the past two months has amply demonstrated its value.

#### Trade Press Bureau to Extend Scope

At its annual convention in Chicago January 26, the Trade Press Service Bureau decided to extend its promotional efforts beyond the automobile truck field, on which it has been concentrating during the past year.

Among the fields under contemplation are railroad freight, business insurance, hotels, office appliances, automobiles, in fact everything that the reader of the trade paper buys. The arrangement whereby the bureau was to receive a certain percentage of the advertising it created was taken out of the by-laws, and in the future the work of the commissioner will be more of an educational nature.

The members seemed to be of the opinion that a great many men at the head of manufacturing plants and business houses are not yet awake to the possibilities for selective advertising offered by the trade press. This work, it was felt, could be done most effectively by a co-operative campaign directed at the actual owner of the business.

In his report for the year, George F. Dean, managing director of the bureau, read figures showing the increased truck business carried by trade papers since the bureau began its educational campaign in that field. One publisher stated that his paper had received over \$3,600 worth of new business, which it traced back directly to the work of the bureau.

W. J. McDonough, *Dry Goods Reporter*, was nominated for president, and H. H. Rosenberg, *Brick & Clay Record* for vice-president. The nominations are subject to a mail vote. G. F. Dean was reappointed managing director.

***It Is Estimated that the People Who Live in New York City Spend Annually over***

## **TEN BILLION DOLLARS**

Since the NEW YORK AMERICAN, daily and Sunday, represents ONE-FOURTH of all of the people in the New York City zone, then its followers spend annually over

## **Two and One-Half Billion Dollars**

This vast sum of money is spent for all of the things that make life worth the living.

The greater part of it goes into the homes and on to the persons of the people.

In the homes, it is spent for Food, Furniture, House Furnishings, Music, Rugs, Pictures, Art Objects, Silverware.

On the person, it is spent for Apparel and Jewelry.

The remaining sum, which is large, is spent on Schools and Colleges, for Books, Travel, Automobiles, Lectures, Concerts, Amusements.

In addition to the money spent annually by the vast following of the NEW YORK AMERICAN, daily and Sunday, a big sum is saved and invested. NEW YORK AMERICAN readers contribute their quarter share to taxes and to the money needed to support the great financial enterprises of the country.

How can business men afford to overlook such a great number of readers backed up, as they are, with the money to support their enterprises?

Every line of business that is acceptable to the NEW YORK AMERICAN, daily and Sunday, is represented in its advertising columns, but not every business man engaged in each line advertises in the paper.

He should do so if he knows the facts that back up the statements of the NEW YORK AMERICAN. If he does not know all that he should know about advertising wisely and profitably in the New York market, the NEW YORK AMERICAN, in this public way, tries to keep him informed.

Advertising in the NEW YORK AMERICAN, daily and Sunday, is known to give results. It sells advertising space on its merits. When an advertiser once starts he does not stop. He cannot afford to.

No business man will stop advertising in a medium that pays him.

**New York American**

DAILY and SUNDAY

Member Audit Bureau of Circulations.

# LAST

(Feb. 12/1916)

**To Reach Over 1,000,000 Re**

New guarantee 250,000 average circulation 95% net paid. With record of last year as basis we conservatively estimate 300,000 with summer issues, and 350,000 with winter issues for 1916.

## Old Rate

Full page (224 lines) . . . . .	\$150.00
Half page (112 lines) . . . . .	75.00
Quarter page (56 lines) . . . . .	37.50
Per agate line (less than 56 lines) . . . . .	.75

New Rate, going into effect with April issue, closing Feb. 12.

Average 250,000 circulation, 95% net paid, guaranteed.

33½% gain in advertising first quarter of 1916 over same period of 1915.

164% gain in money during same period

189% gain in circulation during same period.

# Photoplay

The World's Greatest Motion Picture Magazine

Write or Wire Orders to

185 Madison Ave., New York 35

# TCALL

12/1916)\*

00 Readers at \$150 a Page

## Circulation

July, 1913	17,000	circulation
May, 1914	70,000	circulation
May, 1915	170,000	circulation
November, 1915	240,000	circulation

Net Newsstand Circulation, December, 1915—220,000

## New Rate

Subject to change without notice.

Full page (224 lines)	\$200.00
Half page (112 lines)	100.00
Quarter page (56 lines)	50.00
Per agate line (less than 56 lines)	1.00
Back Cover (4 colors)	800.00

Member Audit Bureau of Circulations.

## \* Bona Fide Orders

Received prior to February 12th with definite schedules protect you at the old rate during 1916.

### Representative National Advertisers that Use Photoplay Magazine

Sante Fe Railroad, Johnson Floor Wax, B. V. D. Underwear, Brunswick-Balke-Collender, Old Dutch Cleanser, Resinol Soap, Burson Hosiery, Libby, McNeill & Libby, Pompeian Massage Cream, American Tobacco, Cat's Paw Rubber, Woodbury's Soap, Red Cross Shoes, Rieger's Flower Drops, Battle Creek Sanitarium, International Correspondence School, Pabst Extract.

# Photoplay Magazine

tes Motion Picture Publication

Write or Wire Orders to

rk 350 N. Clark Street, Chicago



## *Eliminate Risk In Buying Paper*

Find the man who knows paper—then let him help you choose the grade. Many large advertisers, publishers and printers saved money last year on their paper requirements through the suggestion of a Birmingham & Seaman representative.

We control the output of some of the largest mills in the country and are able to offer you a wide variety of papers for every advertising purpose. We recommend the paper *you* need, not the paper *we* want. It makes no difference to us what grade we sell.

The next time you need paper, ask us. Suggestions, samples and dummies for catalogues, booklets, house organs, circulars, cheerfully and promptly furnished. No order too small. No order too big.

### **BERMINGHAM & SEAMAN COMPANY**

*Radium Folding Enamel—Samson Offset—  
Opacity—Crystal Enamel—Advance Bond—Elite  
Enamel—Bulking Eggshell—and many others.*

**Tribune Building, Chicago**

**St. Louis   Minneapolis   New York   Milwaukee   Buffalo   Detroit**



## Cuban Sugar Plantations to Be Developed

With Thorough Soil Cultivation, Cuban Cane Sugar Authority Sees Multiplied Profits—Explains Why Cuba Can Grow Sugar Cheaper than Philippines, Hawaii and Other Countries

**W**ALL Street is said to be the longest street in the United States, as its business belts the continent.

Down near its physical feet in the East River is the aroma of coffee, sugar and spices. On the southern corner, by the waterfront, the American Sugar Refining Co. studies its cost sheets and delves in a library of world's sugar statistics. A little farther up on the other side a corner bears the name "Crossman & Sielcken." Crossman, some years ago, crossed the river whence there is no return, and Sielcken, the king of the coffee world, has written his letters and dictated his business from his magnificent estates in Baden Baden, Germany, since before the beginning of the war.

On the other side of the street also is a modest building of seven stories and every story represents a Cuban sugar company. The seventh, and latest, is the Cuban Cane Sugar Corporation. A few months ago not a dozen so-called Wall Street men, and probably not a hundred investors in the United States, would know the name or meaning of the signs in this building—Czarnikow, Rionda Co., Manati Sugar Co., etc.—or what was under them.

But one name is likely to steadily advance up Wall Street—the name of Rionda.

Manuel Rionda is a combination of Spanish gentleman and high type of American business man. Educated in Brunswick, Me., he went to Cuba in 1871 and has spent his business life with its sugar interests and English and American finance. He knows the soil of Cuba, its natural richness, its poverty of agricultural

development, and he knows the sugar market. He holds the confidence of the financial people as well as of the smallest and largest sugar producers. While his companies produce 1,250,000 bags of sugar, he is the sales agent for many others, including the United Fruit Co. Indeed, what Sielcken is in Brazilian coffee, Rionda is in Cuban sugar—merchant prince, first in the line, and there is no second.

Mr. Rionda's standard of measure is a bag of Cuban sugar. When asked "What is Cuba worth?" he instantly replied, "Not less than \$200,000,000 when she produces 20,000,000 bags of sugar; and you can safely loan money on that basis."

### SOIL CULTIVATION WILL INCREASE YIELD

Once when somebody began to figure earnings from a plantation, Rionda exclaimed, "Not making money, but robbing Nature."

Rionda believes that cultivation, chemistry, fertilization, deep plowing, etc., will work wonders for Cuba. To this end, he believes in large units of plantation work. He says: "We don't buy small plantations. Like babies, the smaller they are the more trouble they give you. We want plantations of 20,000 to 60,000 tons."

The reason for Cuba's low cost in sugar production is not alone in her rich soil, with a depth in some places of 30 feet, but in the fact that cane with one planting will bear its annual crop for from seven to ten years, while elsewhere in the world cane must be replanted either every year or every two years. When the Cuban grinding season—December 1 to May 1—is finished the fields are green and the cane is well up for the next season. But Porto Rico, next door, and Java, the other side of the world, must replant every two years and the sugar industry exists in Hawaii only by intensive cultivation. It is declared that while Cuba can earn \$1.50 per bag with sugar down to two cents, three cents would ruin the Hawaiian Island plantations.

In the Philippines the labor situation is against its cane sugar development.

Cuban sugar machinery has been brought to a high state of perfection, but there has been no corresponding development in soil cultivation.

Here lies one of the dreams of Rionda, but before its realization can take place the capital of upper Wall Street must be invited into the fields, the profits fully demonstrated in dividend return, and then nothing can hold back the second Cuban revolution—the revolution in its agriculture supported by American finance from the strongest houses in the United States.—*Wall Street Journal*.

### "A Most Remarkable Contribution"

THE INDEPENDENT MERCHANT  
NEW YORK CITY, January 15, 1916.  
Editor of PRINTERS' INK:

The article in this week's issue describing the failure of an independent merchant to withstand the competition of the chain store in the 5- and 10-cent business is a most remarkable contribution to the history of retail merchandising. I trust it will have the attention which it deserves and that its importance will be recognized.

The article is the most graphic and the most sane document relating to the 10-cent business that has come to my attention in several years of close application to all discussions relating to this particular trade and to the general subject of chain-store operation.

And not the least impressive feature of this article is the title you have given it—"The advertiser's ally who fights alone—the story of an independent merchant who wanted help from manufacturers—and didn't get it."

That heading appeals to me as a very fitting summary of the story that is told, even though the merchant himself fails to ascribe his downfall to any one particular factor or to reach any specific solution to the problem which his case typifies. The short-sighted indifference of manufacturers of popular-priced merchandise is an attitude that certainly cannot be calculated to tend toward extending the market for their products, and in this age of extensive marketing, the viewpoint of many of the producers of such merchandise is hard to understand.

For one thing, the general-merchandise jobber is still the biggest factor in the distribution of popular-priced merchandise to the independent trade, while the chains get most of their goods direct. When chain-store competition arrives the independent man needs to get as close as possible to headquarters in his buying, and, as your

article states, he finds many avenues closed to him.

In the course of my work with the *National Five, Ten and Twenty-five Cent Magazine*, before establishing my present publication, it has been my personal experience to coax scores of concerns into a policy of selling by mail in small quantities, at as low prices as possible, in many cases with the fullest liberality in the shipping of goods upon approval, to encourage the dealer to buy by mail. Though much has been done in this direction, it has been difficult to get the manufacturer away from a sort of opportunist policy of getting all he can while the getting's good; and, as for many of the most important lines and best products, they can't be touched with a ten-foot pole by the independent trade.

A far-seeing, trade-building, constructive policy in merchandising this class of goods is very rare. The conservation of natural distribution is a doctrine that gets very little support.

The chief reason, in my opinion, is this: the vast quantity of popular-priced merchandise is unbranded, unstandardized in manufacture and in distribution. Your merchant contributor points to the fact that trade-marked merchandise of standard quality would be a help to the merchant fighting big odds for his existence. It is certainly true that the unstable nature of general merchandise of popular price, while an asset to jobber and buying organization and the chain, is a detriment to the welfare of the individual merchant and to the manufacturer.

The biggest possible advantage that could be offered both to independent merchant and to producer of low-priced merchandise—even if the latter is at present sublimely contented with big syndicate business—would be for more 5-, 10- and 25-cent goods to be trade-marked and maintained at an established source of supply, an established standard of quality and an established price.

It is the only possible way of extending the market for popular-priced merchandise—a condition which should be sought by both manufacturer and retailer. The subject goes far beyond the specifically 5- and 10-cent store, for on the same account the sale of popular-priced merchandise is way below par in the other stores your contribution mentions—department, dry-goods, hardware, etc.

By the way, send those dry-goods men who are seeking to compare branded with unbranded goods, with a view to breaking away from the former—send them down into the 5- and 10-cent trade and let them discover what chaos can exist in a field of merchandising in which trade-marked products are the exception and in which a merchant has nothing to fight with but his own personality when the chain-store appeal of price and system captivates his customers.

F. K. ANDERSON,

*Southern Moting*, Dallas, Texas, has opened a Chicago office, in charge of W. J. Glynn, vice-president of the publishing company.

A pretty good evidence of the purchasing power of Leslie's readers is shown by their buying \$217,000 in bonds from a single one of Leslie's advertisers last year—by mail.

Their aggregate investments through our forty-five advertisers ran into the millions.

But then, they spent over \$2,000,000 for Leslie's itself!

Perhaps you sell something worth while enough to interest the people in our 415,000 good homes.

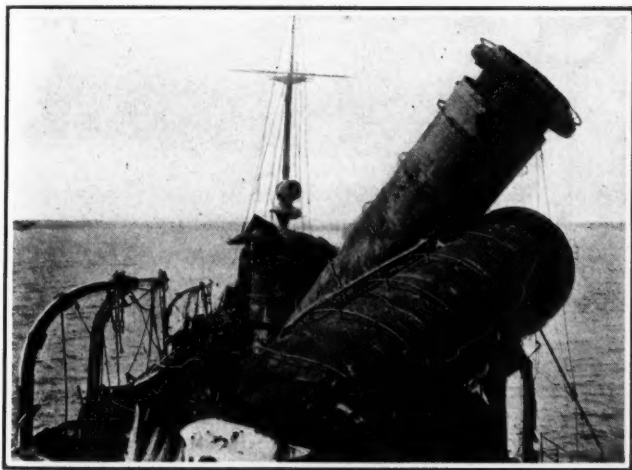
They constitute by far the largest circulation of any \$5-a-year periodical in the world.

LUTHER D. FERNALD, ADVERTISING MANAGER

# Leslie's

*Illustrated Weekly Newspaper*

Boston    NEW YORK    Chicago



("All that is left of the Emden"—one of 65 news pictures in a recent issue of Leslie's)

## Omaha and Nebraska Afford National Advertisers a Market of Unusual Value for Any Desirable Commodity, Because—

### 1st. Omaha's Facts and Figures Are Clear Evidence of Progressiveness.

**I**N population (171,000) Omaha is the thirty-second city—in volume of business, the sixteenth—is the world's largest butter manufacturing center—is first in building operations in proportion to population—is first in literacy—second city in the world in telephones per capita—second largest live stock market—has nine trunk line railroads—eight national banks, with clearings \$982,670,880 for 1915—taxable property, \$223,043,325—factory output 1915, \$213,843,059—jobbing trade 1915, \$177,191,675—Nebraska soil products 1915, \$328,033,544—live stock, \$193,047,145—farm products, \$62,000,000.

### 2nd. Omaha's Mental Attitude Is a Willingness to Spend With the Ability to Do It.

**O**MAHA has the keen optimism of unusual prosperity. There is work for all and the confidence that this happy condition will endure. For Omaha's prosperity rests upon the sound basis of pursuits and industries related to the soil. The City is firmly established as a great and growing railroad center—truly the "Gateway of the West." The stranger in Omaha is at once impressed with the visible evidence of alertness and well-being. Shops display the best merchandise and you learn that it is Omaha's habit to buy what it wants without counting cost. Omaha is prosperous and a spender.

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3rd. The World-Herald Provides a Clean Advertising Medium.

**T**HE World-Herald is the only Omaha paper that rigorously excludes all questionable or objectionable advertising. Despite this policy—or because of it—the World-Herald in 1915 increased its volume of advertising 31,790 inches, and increased its lead over the next Omaha paper from 95,362 inches in 1914 to 110,535 inches in 1915. The World-Herald is a member of the Audit Bureau of Circulations, whose authentic figures are available to advertisers at all times. The World-Herald is clearly and decisively Omaha's dominant paper. Daily circulation, 66,711, Sunday 51,388.

4th. The World-Herald's Service Is Practical and Efficient.

**N**ATIONAL Advertisers are provided a very real help through our Service Department. We have definite written agreements with local merchants which effectually pave the way for the introduction of food and grocery products of any description. Advertisers' representatives are personally introduced to local merchants and are furnished information they desire as to local conditions. We are able to help materially in securing satisfactory use of window and counter displays. Many national advertisers who have availed themselves of World-Herald co-operation have commended it most heartily.



Chicago Representatives  
O'MARA & ORMSBEE, Inc.  
New York Representatives  
O'MARA & ORMSBEE, Inc.

New Home of the  
World-Herald  
Nebraska's Greatest Newspaper

# Built on Advertising

The basis of the modern dry goods and department store is advertising.

It is advertising day in and day out that keeps the goods moving and supplies the money to conduct the business. So, naturally, dry goods and department stores have made an exhaustive and intensive study of advertising, especially in daily newspapers. There is probably no other merchant or manufacturer in so good a position to judge the various daily newspapers as advertising mediums.

So when the dry goods and department stores of Chicago buy more space in one newspaper *six days a week* than they buy in any other newspaper *in seven days*, that newspaper has proved to be the best advertising medium in Chicago for them.

From January 1 to December 31, 1915, The Chicago Daily News printed over one million lines more dry goods and department store advertising *six days a week* than any other Chicago newspaper printed *in seven days*. The figures are:

## Agate Lines

The Daily News (six days)...	3,535,733
Second paper (seven days)....	2,200,193
Third paper (six days).....	2,079,140
Fourth paper (six days).....	1,660,026
Fifth paper (seven days).....	1,483,292
Sixth paper (seven days).....	1,417,747
Seventh paper (six days).....	466,870

The experience of these successful advertisers ought to be a reliable guide to *all* advertisers seeking the Chicago market.

## The Chicago Daily News

**Over 400,000 daily**

*Member Audit Bureau of Circulations*

# How One Big Corporation Plans to Develop Latin-American Trade

Through a Representative on the Ground with Authority to Act, It Expects to Create Permanent Market for American Advertising Ideas

**N**OW comes a large American concern, which, sensing one reason for the failure of our enterprises to entrench themselves in South America, is sending a man there *with full power to act*.

The usual method of a manufacturer who plans to enter the South American market has been to send a salesman into the Latin countries plentifully supplied with samples. Often, no comprehensive study has been made of the conditions, the tastes of the people, the points of distribution, and when the salesman returns to the United States and lays the result of his trip before his chiefs, South America has been considered an undesirable and an unfavorable market. He has had little or no power to act in any decisive way.

Occasionally one of these salesmen became an investigator, and his reports form some comprehensive basis for intelligent action for the future cultivation of this field.

In sharp contrast to this method comes a decision of the American Lithographic Company to send one of its principals, and a director of the company, Maurice Saunders, to South America, with practically unlimited authority to study the market, establish representation, and make necessary decisions as to the best ways of getting business while he is on the spot. Mr. Saunders will sail on February 5, and expects to be gone four to six months.

Instead of sending out a salesman, then, with bald instructions to get orders, this company is sending out a man thoroughly grounded in his own business, and therefore fully equipped to study the field and make his own findings as how best to get these orders, as well as what to supply the market.

Incidentally, Mr. Saunders hopes to create a market for real North American advertising ideas

and sales service in South America, instead of just a market for printing and lithographic art.

## TO SOLVE SOUTH AMERICAN PROBLEM

This company's decision to follow such a course in going out after South American business is the result of a long and careful study of the proposition, including the haphazard methods and mistakes of other North American manufacturers who sought a South American market.

Prior to the war the majority of lithographic work in South America—and the business was considerable—was being furnished by Germany, with whose prices the United States could not profitably compete. Better shipping facilities also acted in favor of the Germans.

When the war automatically shut off the German supply of lithographed materials, South America turned as a natural result to the United States. Without any solicitation on its part the American Lithographic Company began to get orders from this market. It did not, however, rush blindly into this to them comparatively new field. It considered at length the South American market as a whole; its problems and the best means of solving them.

There was, for example, the problem that the war's end would re-establish the German competition. It was therefore problematical whether the time and money expended in establishing a South American clientele would be warranted if the war's end meant that South America would again swing back to Germany for its lithographed materials.

The matter of the South Americans, themselves, also came up for a careful study; their temperament, their way of looking at things; business conditions peculiar to them, such as long time



credit contingent on crops and the cattle market.

With Germany as their logical competitor, they studied the German products and the German way of doing business in foreign markets to discover clues for their own methods of approach if they were to get the business—and to hold it after the war.

"Before the English attempt to sell a country English goods," said an official of the company, in discussing Mr. Saunders' trip with a PRINTERS' INK representative, "they first Anglicize that country, so that the market for English goods will follow naturally. When the Germans go out after foreign trade, they first study the people of a country, their tastes and wants, and ways of doing business. They then establish proper banking facilities, and give these people the kind of goods they want, and the terms that they want, instead of trying to force the market.

"We are going to adopt what might be called a blend of these two widely variant methods. There have been cases of American manufacturers going after South American trade who sent catalogues printed in English to South America. And it is also quite unsatisfactory to write them first in English and then have them translated. There are English-American idioms which cannot be translated effectively into Spanish, and similarly Latin-American colloquialisms which only a native would employ in writing. In anticipation of business, therefore, we engaged two years ago South Americans who speak and write Spanish and Portuguese, and are training them in North American advertising and manufacturing methods.

"Again, we find that the German lithographers have been selling what really amounts to art and printing in South America. It will therefore be our course at first simply to swim with the tide and supply these deficiencies resulting from the war.

"If we are to hold the business after the war, however, we have got to sell them something besides

just art and printing. So we plan to try to supply real North American advertising ideas. In other words, if we hope to keep the market after the war is over, we recognize that we must develop a market for American ideas. We will aim to show South America the value of the kind of direct advertising that pulls the goods from under the counter up on top in plain sight at the purchasing point of contact between seller and consumer. So, while following along with the tide of South American desires, we will at the same time seek to develop the demand for North American methods of selling.

"We do not anticipate an immediate revival of German competition after the war. For a long time the Germans will be occupied in manufacturing home necessities. If in the meanwhile we have created a demand for American ideas in advertising lithography and printing, we feel we will be in a position to hold the market against the world."

### Charles Dwyer Dead

Charles Dwyer, editor of the *Woman's World*, died January 17 in Chicago as a result of a fall on the sidewalk. He was 59 years old at the time of his death.

Mr. Dwyer had been associated with the editorial departments of women's publications for more than 30 years. Much of this time he was with the Butterick Publishing Company. In 1906 he became editor of the *Ladies' World* and seven years later was appointed editor of the *Woman's World*.

### Dunlap in Charge of Sales for Chandler Motor Co.

On February 1st James M. Dunlap assumed the sales management of the Chandler Motor Car Company, Cleveland. This is one of the biggest positions of its kind in the automobile field, and its opportunities convinced Mr. Dunlap that he could afford to give up his agency connection with the Dunlap-Ward Advertising Company in order to embrace them.

### E. E. Morton With Cement Association

E. E. Morton has been appointed to the advertising bureau of the Portland Cement Association, Philadelphia. He was formerly with the A. W. Shaw Company, of Chicago, and Hill Publishing Company, of New York.

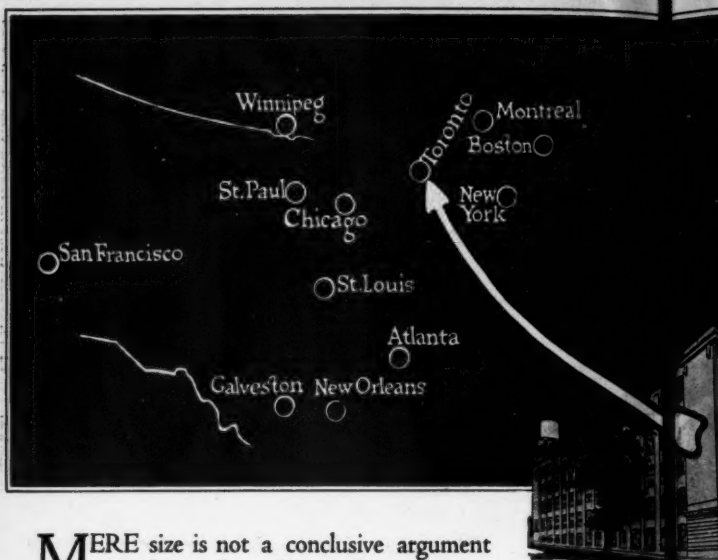








*Magnitude*



**M**ERE size is not a conclusive argument in favor of anything. But when an institution has reached a position of world dominance from a humble beginning through the steady growth of years, its size is significant.

Butterick's magnitude is the result of Butterick service. Quality has brought quantity.

The sixteen-story Butterick Building, New York, has been outgrown in ten years. Outside of the building, the rentals now amount to over \$250,000 a year.

The Butterick establishment includes one of the largest printing-plants in the world. Also the largest and most complete fashion organization in the world. Likewise, the largest pattern business in the world. It is the only publishing house with a truly international business.

Butterick has distributing branches in Chicago, San Francisco, St. Louis, Boston, Atlanta, Galveston, Toronto,

*The New Butterick B  
in Toronto*



New Butterick Building  
in Toronto

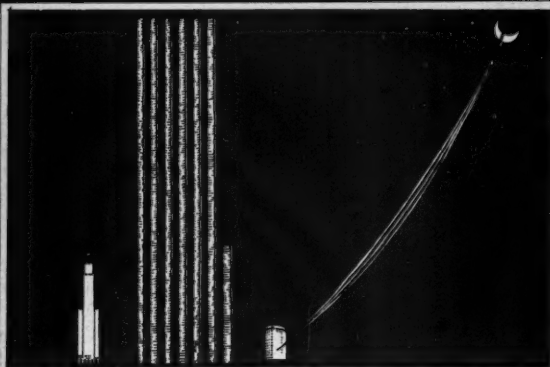


Winnipeg. Thousands of merchants sell our magazines and patterns. Canada headquarters is a new five-story plant in Toronto.

In Great Britain Butterick has three establishments and a warehouse; a store in Paris and in Berlin. For years Butterick has had branches in every country in the civilized world.

Butterick receives more than 3,000,000 letters a year, which means 10,000 every working day. This very hour some thousand people are writing to Butterick. This, of course, refers only to American mail, as nearly all foreign correspondence is cared for at the various European offices.

One monthly issue of the three magazines composing The Butterick Trio (*The Delineator*, *The Designer*, and *The Woman's Magazine*), if piled one copy on another, would make a stack 14,410 feet high, equal to the altitude of Mt. Rainier, or nineteen times the height of the Woolworth Building.



If all the paper used by Butterick in a single year was reeled out in a strip one foot wide, it would reach 742,740 miles, twenty-nine times around the earth or three times from the earth to the moon.

The paper used each year reaches the staggering total of 3,922,000,000 square feet. If the Butterick magazines had to be printed on one press working eight hours a day, it would take five years to print a single edition.

The Butterick audience is millions of people each year.

The reason for Butterick's magnitude, the reason why the Butterick business has increased 250 percent in the last seven years, is because Butterick renders a service to the world that is unique and necessary.

# Butterick





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# John A. Hill as Man, Manufacturer and Publisher

A Story of Achievement in Building Well-Rounded Publishing Properties

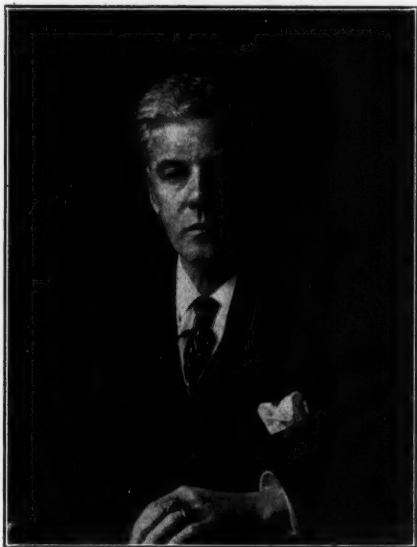
THE late publisher of *American Machinist* and four other influential journals in the technical field, naturally could not help believing in system, but he believed in men more. If he left behind him a smooth-running, self-sufficient organization—and that is the final test of successful management—it was because the innumerable labor-saving devices, perfections of method, comforts and conveniences summed up in the big modern plant which he built to house his properties, had been designed to free the men for higher efficiency.

Few details of his business were hidden to him. He inquired constantly and knew, as his associates were fond of saying, every nut, bolt and sprinkler by its first name. But this was only for helping. He asked and expected only to be consulted on matters of policy. The other heads were to be strong enough to work out details and other backs stout enough to shoulder them.

"Behind every successful army and every successful engineering paper," he once said of his own work, "is one mind that grimly stands and says, 'I will,'" and he thought the same of every department. He told the young men:

"When you connect with any job here (in the managerial department), you have all the start necessary. Make that job shine. Don't worry about promotion much, don't get palpitation of the wishbone.

"Every responsible position in our concern is occupied by a promoted employee. Our vice-president and general manager started as an office-boy at \$2.50 per week. Every paper manager came up in the house. Our treasurer and secretary were bookkeepers, our assistant treasurer is a woman who started as a stenographer in short



THE LATE JOHN A. HILL

skirts and a short salary—we are a co-ed institution.

"Be merciless in your self-examination. Don't fool yourself; this occupation question is like marriage—for keeps. Corns or cancer, you want to know just what your handicap is, if you have one.

"Don't ask too much advice; you can always get a unanimous vote not to do something.

"If you ever get into a respon-

sible position, for Heaven's sake, do something first of all once in a while—don't be a 'me-too.' Get yourself and your paper marked 'Original,' not 'Duplicate.'"

These are some of the things which Mr. Hill told a class at New York University last year and which were reported at the time in *PRINTERS' INK*. They represent the cream of his experience. All his business art and science went, not into driving his men, but in teaching them how to do the things he wanted. He believed in work as the best school, probably because he himself received his training there.

At eight years of age young Hill was herding sheep on his father's farm in Vermont. At seventeen he was foreman of a country printing office. Afterwards he was successively half-owner of a machine-shop, mining prospector in Colorado, locomotive fireman and engineer newspaper proprietor and editor and engineer again before he came on to New York in 1883 to edit the new monthly journal, *Locomotive Engineer*, which the *American Machinist* was starting.

It was barely three years later that with a partner, he acquired both papers. By 1896 he stood alone, sole owner of *American Machinist*. The year 1902 witnessed the organization of a \$3,000,000 publishing company, controlled and mostly owned by him. The same year saw the addition of another technical publication, *Power*. Later came the *Engineering and Mining Journal*. *Coal Age* was started in 1911, and *Engineering News* acquired in 1912. These properties and the modern thirteen-story building on the upper West Side, which housed them, are the visible monuments to the personal activities which ceased on January 24.

They were the register and result of the activities, but it is the activities themselves that are of chief interest to the manufacturing as well as the publishing world, because a publisher is in every sense a manufacturer and his problems of production and distribution are, if anything, far

more complex, and generally, therefore, more instructive than those of most other manufacturers.

The solutions which Mr. Hill made of his own problems carry particular interest because in many instances they were pioneer solutions, and where he was not a pioneer he showed always the greatest readiness to adopt what others had proved of value. The testimony of C. W. Dibble, the vice-president and general manager of the company; of Mason Britton, manager of the *American Machinist*; of his editors and other associates, hardly go farther in this regard than that of his trade associates and competitors. He was admittedly a power in the industry.

From the beginning Mr. Hill bent every effort to make the editorial contents of his papers as much a mechanical service to his readers as possible. "A technical paper," he said, "that does not teach its readers how to do things better, cheaper or faster, has no excuse to live."

This meant, in practical terms, getting out into the field, circulating among the factories and machine shops, in closest touch with the men who were doing things that all men must be told about. The whole field, not merely the newspaper office, was the proper workshop for him and his associates.

The publisher does it in two ways, by his own force and by his correspondents, regular and occasional. Mr. Hill developed finally for one, the oldest of his properties, *American Machinist*, a staff of seven editorial writers and 1,000 correspondents. The staff men traveled 5,000 miles last year to see and report. More than \$10,000 was paid for correspondents' contributions. The other papers measured up to the standard in proportion to their field and opportunities.

When Mr. Hill was editor of *Locomotive Engineering*, he was full of ideas for the editorial development of the paper. Most of these were not acceptable. Mr. Hill was then regarded as far too radical in his ideas. He dropped

the suggestions back into his desk drawer and waited. When he became proprietor of his own paper he put the suggestions into effect, and they are said to have worked out in almost every instance.

One of Mr. Hill's fundamental ideas had to do with learning what he was about. As soon as possible he set to work to get all the practicable information about each subscriber, not alone his name, but what his title was in his organization, size of organization, etc. He had all of these classified and reduced to statistics. This was not only of the greatest use to the business department in showing advertisers and prospective advertisers exactly when their messages were being or might be read, but it enabled the editorial department to work in certitude of its mission.

#### DEVELOPMENT OF A HILL PAPER

The editorial development of the *American Machinist* is typical of the development of all, and also of Mr. Hill's methods. It cannot and ought not to be said that he initiated all of the good things, but he was responsible for the men who did so and stood back of them and suggested and encouraged them.

The paper had to be "sold" to the reader, and it was found that there are five classes of readers in the field. The subjects they are interested in can be reduced to 19 typical classifications and these again are distributed under six different heads, namely, general articles on one or another of the typical classification; letters from correspondents; discussions; editorials; reviews of new publications; and articles on best tools. General articles are furnished both by the staff and by correspondents. The staff assist in developing correspondents. Contributions are paid for both by importance and length.

"When I first came on the editorial staff," said one of the editors, "Mr. Hill accepted an article in my presence and paid \$300 for it. I was astonished, because I felt it could not possibly have been worth more than \$75, and I

knew that Mr. Hill was a keen judge of values. But I realized afterward that he had only been making a little demonstration for my benefit. He had wanted to instil into me editorial courage; to make me appreciate once for all that the important thing was to get the information no matter what we had to pay for it. I never forgot the lesson and probably the difference between the \$300 and the \$75 was well invested."

After the general articles come the letters from subscriber correspondents. These are made up of shop talk, suggestions for shop practice, improved methods, etc. These are very important. Most of them are illustrated. They are paid for and are developed by correspondence and also by advertising in the paper for them.

Every issue contains four or five letters of discussion, which are grouped in a department of their own. They are among the most readable and important of the contents. Twenty per cent of them and often more are suggested by the editorial department, are written, that is to say, in response to or in comment upon something that has appeared in the editorial department's columns.

This also offers an excellent check upon one kind of editorial efficiency: if the editorials are producing 20 per cent and more, which is the average amount of the available letters of discussion, it is doing its work well so far as that is concerned.

The names of the other departments explain them. The same methods are used to stimulate contributions.

Every year an editorial subject balance or formula for editorial contents is worked out in the light of the needs suggested by the experience of the previous year. Each department is assigned so much. Each issue must contain something to interest each of the five classes. Each of the 19 possible subjects must be represented in each number. The last is the only rule that admits of any variation.

The formula was not arrived at

by accident. It was the development of Mr. Hill's own editorial and business experience and theory. There were so many classes of readers and each class must receive its money's worth or more than its money's worth, the cost of the magazine being \$12 per year and the subscription price only four dollars. That arrangement could only be arrived at by system. He applied the same theory to each of his papers, though the formula, of course, differed with the number of classes of readers and range of subjects.

#### HONEST, AND LOOKED FOR HONESTY IN OTHERS

Nobody who knew Mr. Hill would ever have thought of him as otherwise than as an excellent business man, and he was. It was good business, he found, to be generous. He abhorred sharp practice, shrewd dealing and all that sort of thing. An instance illustrates this.

Three or four years ago, he was buying *Engineering News* from George H. Frost. They were in Mr. Frost's office, several of them, waiting for the lawyers.

"My lawyer's late," said Mr. Frost. "You are going to bring yours, I suppose."

"No," said Mr. Hill. "No, I am not."

They waited a few minutes longer and again Mr. Frost apologized for the delay of his lawyer.

"Well," said Mr. Hill, "why wait for him at all? I suppose we come very near being honest, you and I. Can't we make an agreement between ourselves?"

"That will suit me if it does you," said Mr. Frost.

Mr. Hill thereupon called for a letterhead, scratched off a few lines of agreement. Mr. Frost read it over several times and both signed. Then all went down to Mr. Hill's bank. The amount involved was 'round a million dollars. Mr. Hill took out nearly that amount in United States and New York City bonds and made the rest up in cash. Mr. Frost wanted to deposit in another bank some distance away, so the bonds and cash were shoved into a black

gladstone bag and all hands walked downtown and across town to the other bank.

Arrived here, the treasurer felt some scruples over receiving so large an amount without having the transaction passed upon by the bank's attorney, and he referred them upstairs to the latter's office. They went up. It was some time before the lawyer could be convinced that the only document in the transaction was the few lines of handwriting on a letterhead. He passed it at last as perfectly correct, but remarked, while he looked with some amazement at Mr. Hill, that it was the first time he had ever heard of anything like that amount changing hands without at least a pair of lawyers being concerned in it.

Before Mr. Hill was an engineer, he was a printer and publisher. At the time he became sole proprietor of *American Machinist* and could give free rein to his ideas, it was the custom of practically all business publications to have their printing done on contract. This, of course, limited them to such facilities as printers provided. Mr. Hill determined to own and operate his own printing plant. As the expense of doing so would have been prohibitive for one journal, Mr. Hill planned to distribute it over several journals. That was his reason for the purchase or establishment of the other journals. Their acquirement made him among the most important and influential of publishers.

There was only one other big step that he could have taken and that was to build and own his own up-to-date plant. He had dreamed of it for years, but it was suddenly forced upon him by the removal uptown of the general post-office. The Hill mail amounted to 14 tons daily. The post-office authorities told him that unless he also moved uptown near the new post-office he could not hope to receive the same facilities.

In that way he came to design and erect the new building on Tenth Avenue and 36th Street. It represents the last word, as

## WOODWARD



—about

*The Advertising Agency of*

**Woodward & Tiernan**

*Point One*

THE financial strength of the Advertising Agency of Woodward & Tiernan equals or surpasses that of any other Agency in the United States.

We expect and are prepared to sow before we reap.

We welcome opportunities to investigate the merchandising and advertising problems of merchants and manufacturers. Submission of our findings incurs no obligation.

*The Advertising Agency of*  
**WOODWARD & TIERNAN**  
**PRINTING COMPANY**

SAINT LOUIS, U. S. A.

Member A. B. C.

**There is some advertising  
We do not want  
There is some advertising  
We want more of**

We want the kind of advertising that the wives and daughters in the home can read and be benefited by.

The other kind we decline.

Our readers are our friends and they expect us to discriminate in their favor when it comes to the selection of the matter that goes to make up our newspapers; therefore, we are telling you, Mr. Manufacturer, and you, Mr. Agent, that we want the kind that is known as

## **Constructive Advertising**

**DURING 1915**

**The Leader gained - - 497,000 lines**

**The News gained - - 675,000 lines**

# **THE LEADER and THE NEWS**

**CLEVELAND, OHIO**

Foreign Advertising Representative

*Lane & Beers* Inc.

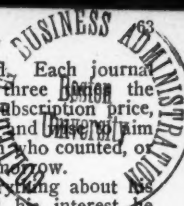
250 Fifth Avenue, New York

Mallers Building, Chicago, Ill.

Kresge Building, Detroit

201 Devonshire Street, Boston, Mass.





John Hill saw it, in plant building of that character. Evidences of his originality are everywhere. Presses, linotype machines, composing-rooms, engine-room fixtures are all enameled in white, which not only reflects the light but advertises whatever dust may have gathered.

#### ADVERTISEMENT EDITING

When Mr. Hill had gotten his first editorial force comfortably in hand, he naturally turned the same investigating mind upon the advertising situation. His theory was or soon came to be that "advertising is as useful and as necessary a part of the real information the worth-while reader must have as the text." And inasmuch as he had found it necessary to edit the text of his paper, he realized that it was even more necessary to edit the advertisements.

Mr. Hill's method of beginning was to begin. So he took one of the ads in the *American Machinist* and rewrote it after his own notion of how it ought to be written. It happened to be the ad of the Bullard Machine Tool Company, of Bridgeport. He sent the copy up to E. P. Bullard, the then president. "What do you know about tools?" Mr. Bullard wrote back. "Little enough," replied Mr. Hill, "but I know something about writing." Mr. Bullard let him go ahead.

The ads were straightforward, simple descriptions of what the tools would do. They scored an instant hit. Readers recognized the difference and other advertisers clamored for the same treatment. Soon Mr. Hill found time to do nothing else but write ads. That led to the establishment of his service or, as it is called, the "Make-It-Pay" department which has been of great assistance to the paper's advertising solicitors.

At the subscription-getting end of the business his interest was just as keen. At a time when many publishers had not yet realized the pitfalls of indiscriminate circulation, he was instructing his solicitors that they would get no credit for taking subscriptions from men without influence or fu-

ture in the field. Each journal costing two or three times the amount of the subscription price, it was necessary and wise to aim only at those men who counted, or would count tomorrow.

But while everything about his business enlisted his interest he lived chiefly with the mechanical and printing end. All the machinery was of the most modern and labor-saving type, because, as has been said, he had worked out many of the details personally. Knowing his costs to a dot, he never hesitated to swap a machine, no matter how new, when a better machine was put on the market, as it would pay to get it. "I will consider anything that is better than I am using," he once told a salesman. The same interest extended to the human units. He knew all or most of the 465 men and women in his organization by name and chatted with one and all.

#### FORCEFUL WRITER

It is no unconsidered tribute to say that Mr. Hill could have written the record of his own service best. He had naturally a forceful and breezy style which was enriched by a long familiarity with men and practical affairs. "The Old Man's Sermonettes" were read outside of the industry and trade. Few series of his early story-articles, written while a locomotive-engineer, have been reprinted in book form and his "Progressive Examinations for Locomotive Engineers" is a standard work.

There are no signs of mourning in the Hill company offices. As one of his associates said, he would not have it otherwise. He had given the final evidence of mastering in the creation of an organization that did not have to lean on him, and that ran smoothly whether he was there or not. But even in the accustomed swing of affairs it was his spirit that lived.

"It was the most personal of organizations," one said. "Everybody will tell you he was not working for the Hill company but for John A. Hill himself."

And, so far as surface signs told, it was not going to be any different.



## Jacobs Defends Cancer-Cure Advertising

JACOBS AND COMPANY

HOME OFFICE

CLINTON, S. C., Jan. 25, 1916.

Editor of PRINTERS' INK:

I note in your issue of January 20 an unsigned article headed "Policy of Associated Clubs Attacked by National Commission Member," in which my correspondence, as a citizen of South Carolina with Mr. Alan Johnstone, a member of the Legislature of this State, is published together with correspondence of Mr. Merle Sidener, chairman of the Vigilance Committee of the Associated Advertising Clubs of the World, and together with certain clippings from publications of which the writer is advertising manager.

The article is very shrewdly built to discredit the writer's position, and contains a number of innuendos, and at least partial misrepresentations, which is very contrary to the spirit of the PRINTERS' INK Model Statute. I, therefore, ask permission to call these to the attention of your readers.

In the first place it would have been the proper thing to have secured the writer's consent to the publication of his private correspondence. That consent might have been had for the asking. People who stand for very high ideals in publication work, it seems to the writer, should be more careful than to publish private correspondence without obtaining permission. That, however, is a matter of no great moment, as the permission might have been secured by merely making the request.

Your article also overlooks the fact that the writer is quite as enthusiastic as PRINTERS' INK, or as the Vigilance Committee, over the idea of "Truth in Advertising" as an ideal, but believes that the means to accomplish it is by moral suasion and education, rather than by legal enactment and prosecution.

Any citizen of the United States has a perfect right to present his views to a member of his own State Legislature relative to any law which is proposed for enactment in that State, and I cannot see that the presentation of such views is either improper or illegal. The writer did not ask for the endorsement of those views by the Associated Advertising Clubs or its Vigilance Committee, or by PRINTERS' INK, and sees no particular reason why his views should be repudiated. They may be opposed, and opposed as vigorously as you please, but as the writer did not ask for the approval of the Vigilance Committee he cannot see where the word "repudiate" applies.

In the first column of the article referred to it is stated that the Charleston and the Columbia Advertising Clubs repudiated the writer's stand in letters to PRINTERS' INK, and that the Columbia Advertising Club has adopted resolutions calling for the prompt enactment of the model statute. Now, is this true? The Columbia Advertising Club did actually endorse the statute as amended by themselves, but that amendment makes the statute absolutely inoperative as against publishers, and when so emasculated would PRINTERS' INK know its own baby? Another question, is it in

harmony with the spirit of the PRINTERS' INK Model Statute to slur a fact so important as this in its reading columns? Should not the reading columns be as accurate in statement as the advertising pages? This is a case where the statement is very evidently misleading, because it does not tell the whole truth, and the support of the Columbia Advertising Club is claimed for PRINTERS' INK statute, whereas the amendment represents the recognition by the Columbia Advertising Club that the PRINTERS' INK statute is an impracticable proposition from the standpoint of a South Carolina publisher.<sup>1</sup>

Please observe that the writer is in hearty sympathy with the spirit of the PRINTERS' INK statute, but does not believe it practicable for a court to define truth nor justly to administer the PRINTERS' INK statute.

We are not at cross purposes in the ultimate end of the uplift of advertising, but we differ merely as regards the means and methods.

We note that you have entered with the article certain clippings of advertisements from publications with which the writer is connected, crediting them to the publications as being in charge of the house of which the writer is a senior member. Why were these particular clippings selected? Evidently because in the attacks upon medicinal advertising the public mind has largely been warped into a condition of condemning all medical advertising, regardless of the merits of the individual proposition advertised, and by slipping in these clippings into the article you very shrewdly calculate that you will discredit the views of the writer as presented in his letter to Mr. Johnstone.

Aside from the fairness of this method is it really in harmony with the idea of truth in advertising, and does it not really represent a misrepresentation and involve at least a misleading inference, out of harmony with the PRINTERS' INK statute? Without going into full discussion of the clippings of advertisements, the writer wishes to say that he investigated the Kellam Hospital before accepting the advertising, and personally witnessed the dressing of the wounds from which cancers had been removed in the case of seven or eight different patients, talked with numerous patients about their progress, learned from their lips of their wonderful progress, and of the absolute cure of numerous cases which had been dismissed during these patients' presence in the hospital. He also talked with a leading manufacturer who had been cured years before, and every statement contained in the Kellam Hospital advertising the writer with pleasure vouches for. He would not hesitate to go to Kellam Hospital himself as the first and safest place to go in the event of his being attacked with cancer, for it is literally true, as anyone can learn

<sup>1</sup>As we have repeatedly explained, the Model Statute does not apply to publishers who accept the advertising of others in good faith. There is no possible objection to the addition of a clause which emphasizes that fact. Such an addition is not an "amendment," for it adds nothing to the provisions of the law, and takes nothing away.—[Ed. PRINTERS' INK.]

by investigation, that nearly all of the patients return home whole and sound, and but an insignificant proportion of them ever have any return of the disease. The writer knows that it is unpopular to tell the truth in such a case, but "Truth in Advertising" would involve telling the truth manfully, courageously, regardless of how badly the truth may be discredited, and if PRINTERS' INK loves the truth and is in sympathy with the spirit of the PRINTERS' INK statute it should be open-minded enough to investigate rather than to discredit without investigation. No clear attacks are made by PRINTERS' INK on the advertisements which are used as an illustration for the writer's letter, but suffice it to say that the writer believes that the houses represented are honest, that their service to humanity is worth the money charged, and that their representations are as reasonably true as the representations made by advertisers in other classes. For instance, the Eckman Laboratory advertisement merely quotes medical authorities in support of one point of their proposition. They make no claim of producing a cure, though they could do so and prove it by thousands of people who claim to have been cured by the use of Eckman's Alternative. A more conservative advertisement as regards claims could hardly be found in American publications. It is, however, a medical proposition, and, therefore, an excellent advertisement with which to discredit the writer's views on the PRINTERS' INK statute.<sup>2</sup>

Now, the American public is easily deluded, jumps to conclusions, and most people reach their conclusions without a very logical process. They simply vote with the tide of opinion. How important, therefore, that the makers of opinion, such as the Vigilance Committee and PRINTERS' INK, should be careful of their policy to avoid misleading and misrepresenting. My view is that a real devotion to truth in advertising would be a devotion which would rigidly exclude advertising which is untruthful, fraudulent, or fakey, but which would as rigidly accept, maintain and defend advertising which might be unpopular through misrepresentations or through the dissemination of misinformation; in other words, devotion to truth knows no cowardice, and it is very certain that we cannot approach truth by generalizations. We cannot assume that one white crow would make a whole flock of crows white, nor that one black sheep would make an entire flock of sheep

black. Each proposition should be taken up on its merits and sifted and examined on its merits and made to stand or fall, according as it individually is found to be right or wrong.

We cannot think that the effort of PRINTERS' INK to throw discredit on the writer's views by an appeal to the prejudice so common in the North against medical advertising will raise PRINTERS' INK in the opinion of just minds. In the South we believe that a good medical preparation has just as much right to be advertised as a good food, or a good article of clothing. It is true that some publishers, rather than stand the criticism that comes from some doctors, and from the people whom they influence, exclude medical advertisers. But, in most cases the publishers adopting such a policy regard it as merely a matter of policy and not as a matter of right. The efforts to discredit an entire class of business, the prepared medicine business, by assuming that anyone engaged in the business is reprehensible, and the methods of all such businesses to be condemned, leads only to a false position in which we cannot really stand for truth.

The writer holds the view that the PRINTERS' INK statute is not understood by the Associated Advertising Club's leaders. Mr. Sidener, chairman of the Vigilance Committee, holds that it applies only in regard to statements of facts. There are three clauses in the bill, only one of which deals with statements of fact. The other two cover all forms of misrepresentation. The president of the Associated Advertising Clubs holds the same view in regard to the bill as that entertained by Mr. Sidener. In both cases these gentlemen have overlooked two clauses in the bill. The fact is that the bill does prohibit any misrepresentation, intentional or unintentional, as to facts or opinions. Indeed, the question of what is a fact is always a question of opinion. Our opinions differ as to facts as well as to other conceptions, but the PRINTERS' INK bill makes the penalty apply not only in regard to opinions as to facts but opinion as to quality, or opinions as to any other features of the article advertised. Under that bill one would be liable to prosecution for any enthusiastic presentation of his point of view in regard to the quality of the commodity advertised. This is a dangerous bill for the reason that it does not condemn the intent to deceive, but condemns misrepresentation. The man who is guilty of a misrepresentation may not have intended to deceive. He may be perfectly sincere in the expression of his opinion, but when it comes to a matter of court decision it is up to the jury to determine whether the expressions are deceptive, or not. Hence, a perfectly earnest, sincere and truth-loving man may be condemned under the law for using expressions which he sincerely believes to be true.

This is not in harmony with the underlying principles of law. Thus, if a man accidentally kills another, having no intent to kill, he would be acquitted of the accident, unless the accident is shown to have been due to carelessness. But, in the case of the PRINTERS' INK

<sup>2</sup> On page 153 of PRINTERS' INK for January 20 (the same issue to which Mr. Jacobs refers), we printed part of an opinion by the United States Supreme Court in a case which involved certain claims made for Eckman's Alternative. In the course of that opinion, Mr. Justice Hughes said: "We find no ground for saying that Congress may not condemn the interstate transportation of swindling preparations, designed to cheat credulous sufferers, and make such preparations, accompanied by false and fraudulent statements, illicit with respect to interstate commerce as well as, for example, lottery tickets."—[Ed. PRINTERS' INK.]

statute one could not plead innocence of purpose, but would be held responsible for what might be regarded as misrepresentation by other people when the author of the advertisement sincerely believed himself to be making only strictly truthful statements. The writer realizes that it is a very unpopular thing to call in question the wisdom of a statute that has received the popular endorsement of many conventions of advertising men, but he believes that thoughtful men, not merely voting in the enthusiasm of a convention meeting, but carefully considering the bill from all points of view, will find it to be an impracticable measure, having a splendid spirit and intent, and representing a glorious ideal, but unfortunately attempting to accomplish that end in a way which will not be workable. It is our view too that the Vigilance Committee regards this bill as merely a club with which the Vigilance Committee is to handle the advertising world. But, the American people are not nearly so much interested in putting clubs into the hands of Vigilance Committees as they are in having laws on the statute-books which will be workable for all the citizens of the State. Hence, the writer thinks the Vigilance Committee should take a broader viewpoint and not merely seek means to carry out their ends in the State, but seek the placing on the statute-books of laws which will be enacted for the good of all the people, and to be invoked by any and all who are imposed upon.

The writer has taken no active part in opposing the PRINTERS' INK statute in other States, but in his own State believes it his duty to oppose the enactment of a law which he believes to be unworkable, likely to induce more injustices than it would develop of reform, and believes that the ends of the Associated Advertising Clubs of the World can be vastly better advanced by moral suasion and publicity than by legal enactment and prosecution.

I wish also to state that my views are my views only. I do not claim to represent any publications in the expression of these views, nor any organized body. They are merely my views as a citizen of the State of South Carolina, and as such I claim a right to announce them to the people of my State, and to the legislators governing it.

Sincerely yours,

J. F. JACOBS.

P. S.—In the publication of my letter to Mr. Allen Johnstone you interlarded the letter with four advertisements of a medical character clipped from publications of which I am advertising manager. The evident purpose of this procedure being to discredit the views expressed in my letter adverse to the PRINTERS' INK statute, by discrediting the author of those views in an appeal to the prejudice against medical advertising. This fallacy of *argumentum ad hominem* is effective in its results with thoughtless readers, but is recognized as a fallacy of the lowest order by very thoughtful and intelligent advertising men. I cannot see that you gain anything by such a method, but assuming that the method is all right,

would you apply it to a letter of the honored president of the Associated Advertising Clubs of the World, Mr. Herbert Houston, advertising manager of *World's Work*? If you would publish a letter from Mr. Houston on the PRINTERS' INK statute, would you interlard it with medicine advertising clipped from the January number of *World's Work*, such as Sanatogen, Dioxogen, Nujol, Absorbine, Jr., or the Tuberculosis Cure Sanitarium at Silver City, Mexico, and if you would not dare to apply the same fallacious *argumentum ad hominem* to *World's Work* and its honored advertising manager, why do you apply it to me? I would have to reject fully one-fourth of the advertising in the January *World's Work*, for my publishers would not accept a great deal of it. Justice is near akin to truth. You cannot be a devotee of truth in advertising without being true to truth and justice in your reading columns.

## How the Dayton Exposition Was Advertised

Robert W. Sullivan, chairman of the Industrial Exposition, held under the auspices of the Greater Dayton Association, of Dayton, Ohio, reports that the Exposition closed January 22d, with an attendance of 125,000 in eight days.

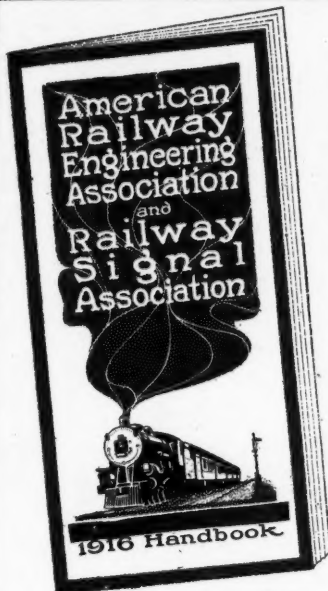
Helping Mr. Sullivan in the advertising were experts from the National Cash Register Company, the Dayton Engineering Laboratories Company (Delco), the Davis Sewing Machine Company, and others. The publicity committee aimed at an attendance of 80,000 and the advertising was laid out with that attendance in view. There was a \$6,000 appropriation, and \$3,370.75 was invested in paid newspaper space alone. This space was purchased in papers in Dayton and the surrounding larger cities. Eight-sheet posters were also gotten up. In the design of these posters the Delco building was used as a central theme. These posters were put up in 40 towns covered by the newspaper publicity; \$1,803.88 was spent for posters. Also there were gotten up 10,000 four-page announcements. One million stickers were used, showing the poster design.

## Leon L. Carroll Organizing Agency

The L. L. Carroll Company has been organized in New York for the conduct of a general advertising business. Leon L. Carroll, at the head of the company, was formerly with Sherman & Bryan, Inc.

## Stevens Bill Introduced in the Senate

With only slight modifications, the Stevens Bill was introduced in the United States Senate, January 27, by Senator Ashurst.



## May We Send This Booklet?

If you make or sell:

*Ties (treated or untreated), Rails and Track fastenings, Frogs and Switches, Track Tools, Track Scales, Bridge and other Structural Materials, Water Tanks, Coaling Station Apparatus, Crossing Gates and Belts, Freight Handling Machinery, Hand and Inspection Cars, Machinery or Appliances for heating or ventilating railway stations or shops, Material for killing weeds, Devices for Melting or Removing Snow, Preservative Paints for Bridges and Buildings, Railway Signals and their accessories, Wire, Batteries, Battery Vaults, Signal Lamps, etc.,*

### Send for the Above Illustrated Booklet!

This booklet gives the complete details about the annual convention of the *American Railway Engineering Association* and the *Stated Meeting of the Railway Signal Association* to be held in Chicago, Ill., from March 20th to March 24th inclusive.

Furthermore, this Handbook gives some pertinent facts about the four daily issues of the *Railway Age Gazette* printed and distributed during the meetings

of these two conventions. Besides, these four daily issues contain verbatim reports of the proceedings of these meetings—the only printed records that are available for some weeks after the convention.

If you make or sell anything that is used in either the engineering or signaling departments of steam railroads, your logical medium is the *Daily Railway Age Gazette*; for both the time and the atmosphere are psychologically right, especially in view of the present prosperous condition of many of the railroads of this country.

*May we send you our Handbook for 1916 and quote you rates?*

## Railway Age Gazette

NEW YORK, N. Y.  
Woolworth Building

CHICAGO, ILL.  
Transportation Building

CLEVELAND, OHIO  
Citizens Building

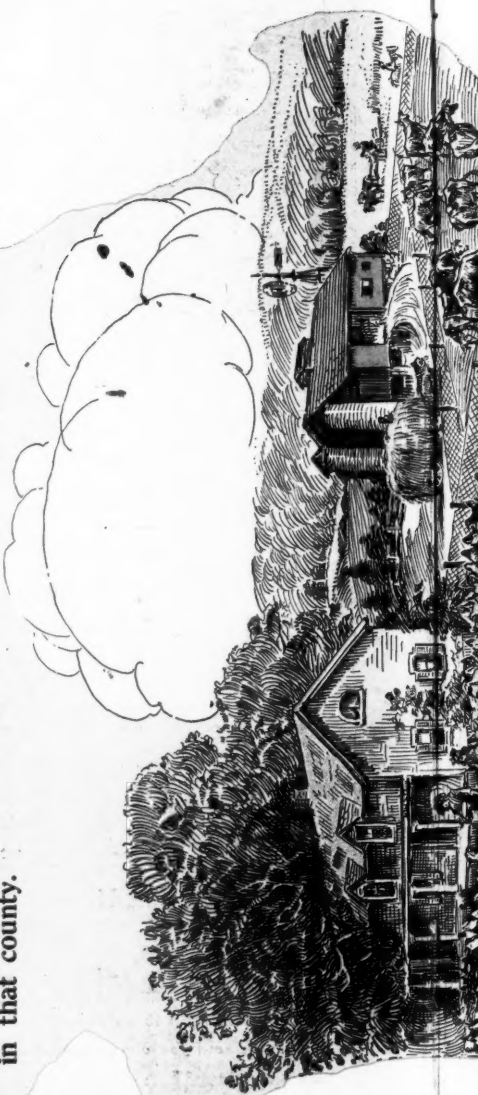
*Charter Member Audit Bureau of Circulations*

# From Missouri—

Advertisers naturally want to be shown.

So we show here the *average* COMFORT home in Saline Co., Missouri. It is a composite picture, and to that extent imaginary; but the statistics are *very real*.

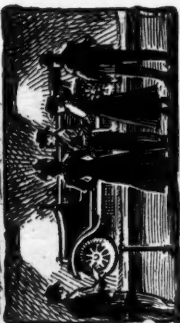
We got them by investigating every one of our subscribers in that county.





16% OF OUR PEOPLE  
OWN AUTOMOBILES

*Average Size of COMFORT Farms  
in Missouri 146 Acres*  
*108 Acres Cultivated Each Year*  
*5 Horses 9 Head of Cattle*  
*185 Chickens*  
**AVERAGE FARM WORTH \$12,035.00**



19% OF OUR PEOPLE ARE  
CONSIDERING BUYING A CAR.

74% of our subscribers in Saline County own their places. 95% say they read advertisements.

Every county we have investigated shows the same high class of COMFORT subscribers.

Are these folks logical prospects for YOUR goods?

**W. H. GANNETT, Pub., Inc.,**  
AUGUSTA, MAINE.

WALTER R. JENKINS, Jr., Representative  
New York Office: 1628 Asellian Bldg.

FRANK H. THOMAS, Representative  
Chicago Office: 1635 Marquette Bldg.

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# Change of Rate

*Effective February 1, 1916*

**POPULAR SCIENCE MONTHLY**  
has doubled its net paid circulation  
in six months, and shows a vigorous  
indication of doubling again before  
the end of another year.

January edition, 139,000 copies

February edition, 168,000 copies

March edition, 190,000 copies

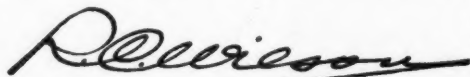
April edition, 200,000 copies

## *No Reservation Orders*

Definite contracts booked during February, to begin  
with either the April or May issues, will be received at  
old rates, not to run beyond the November 1916 number

**OLD** rate guarantee average 100,000 net paid A. B. C. Audit

**NEW** rate guarantee average 150,000 net paid A. B. C. Audit



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## Popular Science Monthly

239 Fourth Avenue, New York

A. T. SEARS, *Western Manager*, 1266 People's Gas Building, Chicago

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## Gannett on Subscription-Getting Methods

Augusta, Me., Jan. 26, 1916.

Editor of PRINTERS' INK:

I have read with much interest the recently published letter from H. N. Owen, of *Farm, Stock and Home*, to the Postmaster-General, and I heartily indorse his proposition that subscriptions obtained by means of premiums or other extraneous inducements offered to subscribers, or through agents who are paid an excessive percentage of the subscription price, should not be entitled to the second-class postage rate.

I believe Mr. Owen is right in denouncing such methods as unfair, demoralizing in their effect on the business, and injurious to the interests of publishers and advertisers.

One who does not care enough about a magazine to pay the subscription price for it alone and has to be hired to subscribe through the inducement of a premium, should not be deemed a legitimate subscriber by advertisers or by the Post-office Department.

The practice of offering a premium as an inducement to subscribe is fundamentally wrong and the resulting mischief is manifold and insidious. Its obvious tendency is to prevent periodicals from circulating on their intrinsic merits, enabling the inferior to supplant the better publication by offering a more attractive premium. Thus it injects an element of unfair competition which forces publishers into an unseemly scramble to meet and beat the premium offers of their rivals. And just in proportion as premium values are magnified in flaming announcements the public respect for, and valuation of the publications diminish until oftentimes it gets to be a mere consideration of premium allurements.

Almost, if not quite, as mischievous is the other method which he condemns—that of paying subscription agents and canvassers an excessive compensation in the form of salary or commissions, often, as is generally understood, amounting to one hundred per cent. of the subscription price and sometimes even giving a cash bonus above that.

Such unfair competition is annoying, troublesome and frequently hard to meet; but that it can be met successfully by legitimate methods I know from experience.

Since I stopped offering premiums with *Comfort*, which was a dozen years ago, the percentage of subscriptions voluntarily renewed has increased very largely, and I find that our subscribers manifest a higher respect for, and stronger interest in the magazine; and I know we are getting a better class of subscribers.

I believe that the Post-office Department should require the straight subscription price to be paid without discount, deduction, rebate or premium to the subscriber, and that the compensation of subscription agents and canvassers should be limited to not exceed fifty per cent. of the price of the subscriptions taken by them.

I wonder that advertisers do not investigate more thoroughly, and are not more critical of, the methods by which circulation is obtained and maintained as constituting an important element of advertising value.

I see no reason for Mr. Owen's apprehension that his letter will make enemies for him, as I believe his proposition will receive the approval of publishers generally, and that those who are foremost in offering premiums will welcome it as a relief from a burden which they see no means of escaping under present competitive conditions.

As to the expediency of adopting Mr. Owen's urgent recommendations to abolish the present one-year limit for carrying expired subscriptions on credit, the opinions of publishers probably will differ according to their respective interests. It may be good policy, as Mr. Owen claims, for local farm papers to carry expired subscriptions three or four years on credit, though I doubt it. I believe it would be better for them to educate their subscribers to pay promptly.

I find that the most favorable time to get a subscriber to pay for a renewal is just when his paid subscription is expiring, provided he knows it will be cut off short if he is remiss. If he does not care enough about the paper to pay in advance his subscription is not much of an asset to publisher or advertiser; and the longer his subscription is carried on credit the less likely he is to pay up, so the sooner it is cut off the better. At any rate this policy works best with *Comfort* subscribers and brings large results in the way of renewals besides keeping our subscription list free from dead wood.

Yours very truly,

W. H. GANNETT.

## Cyrus H. K. Curtis Talks to Ad Clubs

Speaking before the Advertising Association of Chicago, January 28th, Cyrus H. K. Curtis, president of the Curtis Publishing Company, of Philadelphia, declared that the success of his publications was due to advertising, more than any other factor. He pointed out that the publishing business was no different from any other business, and that full success depended on giving the reader a meritorious publication and then advertising that fact.

Over 400 turned out to hear Mr. Curtis, this attendance exceeding the previous high-water mark reached when William Jennings Bryan spoke last fall.

On the previous day in Cincinnati, Mr. Curtis addressed nearly 1,000 persons, under the auspices of the Chamber of Commerce.

The failure of many cities to get into the national limelight, he declared, lies in the fact that they are making goods which are advertised and sold from other cities. The secret of a city's success, he said, is a matter of advertising, by means of the manufacture of goods susceptible of national use, and then advertising them nationally.



## Co-operation in Foreign Trade Should Be Encouraged

Chairman Davies, of Federal Trade Commission, Says Enterprise in Foreign Commerce Should Not Be Impeded by the Government—Advocates Legislation, if Needed to Help Industry

"THE demand for co-operative action in foreign trade comes largely, our investigations disclose, from the smaller concerns engaged in the production of staple manufactured articles," said the Hon. Joseph E. Davies, chairman of the Federal Trade Commission, in an address delivered last week before the National Foreign Trade Council, at New Orleans. "They see through this agency," he continued, "a means of securing business which, otherwise, their size, or lack of size, prevents them from obtaining."

"To the extent that foreign trade serves a tendency to equalize production and to sustain industrial organization during periods of local stress, it is obvious that its advantage accrues most advantageously to smaller manufacturers. Large aggregations of capital engaged in foreign markets, it is apparent, have relatively less need for such a factor in production, for they have both organizations to sustain and reserves to finance them during periods of depression. In periods of domestic stress, stabilization is most needed, both in the interest of the employer and the employee, in the zone of smaller manufacturers and producers. They are less able to withstand periods of lessened demand and the first to feel the stringency."

"Eighty-five per cent of the thousands of replies that we have received from the business men of the United States disclose a demand for permission to co-operate in foreign trade. It is of serious and great interest to note that a very substantial part of those who declare that such

co-operation should not only be permitted, but should be encouraged, are equally emphatic that this situation should develop under Federal regulation, so as to assure not only that the domestic market and the domestic consumer shall not thereby be prejudiced, but also that all American manufacturers shall have fair play and equal opportunity in foreign business.

"There is much misapprehension as to the application of the anti-trust laws to foreign commerce. Of course, as a matter of fact, there is no greater restriction upon American business in the foreign fields than the law imposes as to domestic. Nor does the law forbid co-operation in either domestic or foreign commerce except where it amounts to a restraint of trade or a monopoly or a tendency to create a monopoly. The census taken by the Federal Trade Commission, directed to a very large number of business men of all classes, discloses that the great body of opinion in such circles is that co-operative effort in export trade is prohibited by the law. Our investigation discloses that more than half of the men who answered our inquiry stated it as their understanding of the law that co-operative enterprise in export trade is prohibited even as to non-competing articles—a situation where ordinarily there would be no competition to be restrained. It is a fair statement of the fact that our investigations disclose that doubt as to the legality of such enterprise in the foreign fields amounted in many instances to a prohibition of any action in the foreign market."

"It is the opinion of the Federal Trade Commission that enterprise in foreign trade should not be impeded by conditions of this kind. In the absence of injury to any American interest a greater degree of co-operation in export trade than is allowed in domestic trade may be beneficial to the country. If this is not now permitted by law, new legislation, to that end, properly safeguarding the public interest, should be enacted."

# Newspaper Display to Attract Efficient Factory Labor

Baltimore Manufacturer Gets Capable Help Thereby When Other Means Fail

**D**ISPLAY advertising, illustrated and occupying large space, is being employed in Baltimore to attract factory labor. There are two reasons for the innovation; first of all, employers of girl operators in garment factories are unable to secure sufficient help to keep up with orders, and there is keen rivalry among manufacturers in the endeavor to secure help. The second reason for the use of the large advertising grows out of the first: in order to get the most efficient operators good

umns in width. With one more advertisement in the Sunday papers it is believed that a sufficient number of experienced operators will have been secured to enable the company to keep up with orders.

As an indication of labor conditions in Baltimore it may be pointed out that one manufacturer of women's garments offers a bonus of \$10 to any new operator who will work for six weeks. Others will give any employee \$10 who brings for employment three

## What's In Your Pay Envelope, Week After Week?

The Strouse-Baer Co.

Manufacturers of the  
*Jack Tar Middy*

This is a thoughtless, ungrateful and unappreciative attitude on the part of the City and State, and of the Industrial Commission, to ignore the fact that the Strouse-Baer Co. is a large employer of women in the city.

There have been no such women in the city for three years since the Industrial Commission was organized. It is a fact that the Strouse-Baer Co. is a large employer of women in the city.

### Ideal Factory Conditions

The Industrial Building is located in the heart of the city, and is a large employer of women in the city. It is a fact that the Strouse-Baer Co. is a large employer of women in the city.

### Steady Earnings

We have secured the highest grade of efficient and intelligent co-operation on the part of our employees, and this is a large employer of women in the city. It is a fact that the Strouse-Baer Co. is a large employer of women in the city.

We Want More Operators Like These



These are the JACK TAR MIDDIES and JACK TAR DRESSES made by the Strouse-Baer Co.

### High Average Earned

This is a table showing wages earned by different operators in a period of seven weeks. Our record for this—these operators' names taken at random. The wages paid them are indicative of the ability of the average intelligent and industrious operator to earn more than is usually paid for work of similar kind. The actual average maximum pay made for the seven weeks to each of the eight operators was \$11.25. There are operators who are able to earn as high as \$12.00 per week without more than intelligent industry of the kind.

The great majority of operators in the United States, both men, and women, receive less than \$10.00 a week except through the year. Our operators work and receive more.

### Jack Tar Middies and Dresses

Each operator has her own thing to do, and she is a large employer of women in the city. It is a fact that the Strouse-Baer Co. is a large employer of women in the city.

### Comfortable Surroundings

Our employees are healthy and happy. There is a steady, sure flow of work, and every operator is satisfied with her work. The average age is between 20 and 25 years and frequently intelligent. All our employees are trained to do their work every day.

Come In And Talk It Over  
WE SHALL BE READY AT 4 O'CLOCK  
MONDAY (TOMORROW) MORNING

Our employees are healthy and happy. There is a steady, sure flow of work, and every operator is satisfied with her work. The average age is between 20 and 25 years and frequently intelligent. All our employees are trained to do their work every day.

The Strouse-Baer Co., Industrial Building

ONE OF THE LARGE NEWSPAPER ADVERTISEMENTS THAT BROUGHT HIGH-GRADE HELP

reasons must be shown why the employment offered is desirable, and this cannot be accomplished very well in the space of an ordinary "help wanted" advertisement. The manufacturer who is going into the papers on such a large scale is the Strouse-Baer Company, maker of "Jack Tar Middies." Two advertisements have already appeared, one 150 lines deep across eight columns and the other 300 lines deep and four col-

operators who remain from two to six weeks. "Recently I wanted a clerk in my office," a manufacturer is quoted in the Baltimore News, "and 150 girls replied to the advertisement. Most of them were willing to work for \$4 a week, but the vast majority flatly refused to accept a position in the factory where they were assured from \$8 to \$10 a week." It is to overcome such conditions

that the Strouse-Baer Company turned to display copy.

"In our planning to get employees for the company," said J. A. Campbell, of the Green-Lucas Company, which directs the advertising, "we have used all of the ordinary avenues for getting help without securing all the help we needed. Our customer's advance sales were greater than its operating force, unless very materially increased, could turn out. It was necessary to get 50 operators as quickly as possible. We secured 30 skilled operators the first week—20 more were on hand Monday morning in response to the second advertisement. We have created a spirit of rivalry among the 150 operators who are trying to get their acquaintances to come to the shop. With one more large advertisement we feel sure that we will have secured about 75 experienced operators, the output of whose machines will make the cost of the advertising very small compared with the former method of advertising without getting help, and will also enable the advertiser to fill his orders promptly."

The copy used bears illustrations of the factory, which show the light, airy workrooms where the girls are employed. This point is also emphasized in the text:

"The Industrial Building is located conveniently for all car lines. Easy access to it from every part of the city. The building is fire-proof and clean—ventilation and heating scientifically arranged—lunch and rest rooms clean and convenient—a nominal (cost only) charge for lunches, or you may bring your own lunch. Ample elevator service, no climbing stairs—no 'employees' entrance' to building—a healthful, safe, dignified place to go to work in."

The weekly earnings of eight operators over a period of six weeks are shown, week by week. The wage-appeal is summed up as follows:

"Every operator gets good pay and a good chance to increase—no slack time—full time—fifty hours every week—in over three years no operators laid off on account of little work—steady wages—high wages."

Where labor conditions approximate those which are apparently prevalent in Baltimore just now it would seem that newspaper display advertising, setting forth attractively the *advantages* the employer has to offer, would appeal to the more efficient, ambitious workmen who would not be tempted by the ordinary "classified." Such a course, also, merely because a greater number of applicants offer their services, allows the advertiser a wider, more discriminating choice. He is not obliged to take on the less efficient workmen, provided the advertising brings applications in more than sufficient number, but he can keep only the best. In other fields, where executives are sought and where the right man can command a high salary, it has been found that a display advertisement in large space is frequently answered by capable men that the advertiser would never have found, doubtless, in any other manner—certainly not by use of the "classified."

### Seitz Says Advertising Rates Too Low

That in many cases newspaper advertising rates are too low, and that publishers suffer actual loss in consequence, in connection with their advertising, was declared by Don C. Seitz, business manager of the New York *World*, at the annual meeting of the Associated Ohio Dailies held at Columbus, last week. Mr. Seitz also said that poor bookkeeping is responsible for much loss among newspapers. He laid down the proposition that a newspaper should return a net annual profit of \$1 per capita population of the town in which it is published.

### C. Henry Mason in for Himself

C. Henry Mason, formerly of the Craftsman Advertising Service, Rochester, N. Y., and Churchill-Hall, New York City, has established an office in Rochester for the transaction of an agency business.

### T. M. R. von K  ler with "Hearst's Magazine"

Theodore M. R. von K  ler, for a number of years associated with the editorial staff of *Automobile Topics*, and before that with *Motor World*, is now assistant editor of *Hearst's Magazine*.

The smaller the space  
the more you ought  
to waste it.


Provided however—

(Can you finish this sentence in  
seven words?)

**Hanff-Metzger**  
Incorporated  
**Advertising Agents**  
95 Madison Ave., New York

*Write (on your business letterhead)  
for the Hanff-Metzger "Blueprint"*

## Not An Unusual Experience In NEBRASKA



The State of  
Ready Money

In the spring of 1915 a well-known drug firm was induced to spread some of its advertising over into the State of Nebraska. A few months later it prompted this letter:

"We may say that it was with misgiving that we extended our advertising over into Nebraska, not that we doubted the importance of the field, but because we felt that our lack of representation with distributors and dealers in the territory hardly warranted an advertising appropriation.

"You may imagine our surprise when, soon after the advertising started, hundreds of people wrote us direct for information and many ordered the goods.

"We also received dozens of trial orders from druggists in the state, and as a result of these, we secured five of the leading jobbers in the best distributing points, who are now carrying our goods, all of whom have reordered at least once."

In many sections of the country it is a fact that advertising must be preceded by distribution in order to stand a chance of success.

In Nebraska **distribution will follow advertising.**

## Your advertising will make good in Nebraska

This Advertisement is published under the auspices of the Nebraska Publishers' Bureau composed of the following leading periodicals of the state:

Twentieth Century Farmer  
The Nebraska Farmer  
Nebraska Farm Journal  
Deutsche Omaha Tribune  
The Hospodar (Omaha)

Omaha Bee  
Omaha World-Herald  
Nebraska State Journal  
Lincoln Daily Star  
Norfolk Daily News

Fremont Tribune  
Beatrice Express  
Hastings Tribune  
Nebraska City News  
Nebraska City Press

# Post Office Tightening Restrictions on Prize Contest Advertising

Reports of Postmaster-General and Solicitor for the Department Fore-shadow Strict Construction of the Regulations

*Special Washington Correspondence*

**L**INES are being tightened around prize and premium schemes of all kinds that come within the scope of the U. S. postal laws and regulations. Many an advertiser has had first-hand evidence of this during the past year and that the repressive policy is to be a general one is indicated by significant statements in the annual reports lately submitted by the officials of the Post-office Department. Especially, is the Department censoring the contests promoted by publishers.

Discussing this phase of the situation the Solicitor for the Post-office Department, in a report just sent to the Postmaster-General, says: "Many otherwise reputable persons and concerns, including publishers of newspapers and periodicals, in order to stimulate trade or increase circulation seek from time to time to couple with their regular business some alluring prize scheme. The plans of these enterprises are usually sold by professional prize-scheme promoters, and very often their unlawful character is apparently not known to the publishers and others buying the service until their attention is called to it by the department. A large number of those using the schemes voluntarily discontinue them after having been informed as to their illegality.

"During the year there has been but one appeal to the courts from the action of the department. In this case a prominent publishing company sought to enjoin the postmaster from refusing to accept for mailing in accordance with advice from this office copies of its newspaper containing objectionable prize-scheme matter. The court sustained the action of the department and denied the petition for injunction. In some instances publishers and others mail objectionable matter which is not

detected until after it has been delivered. It sometimes becomes necessary in such cases to bring the facts to the attention of the proper United States attorney for his consideration under the criminal statute."

## ENDORSEMENT OF ADVERTISING MEN'S EFFORTS

Advertising men and their organizations are given credit by the solicitor for much that has been accomplished within the past year in exposing and barring from the mails not merely objectionable prize and premium schemes but enterprises of all kinds sought to be promoted by fraudulent advertising. On this score the legal authority of the Post-office Department says: "A very striking effect of the policy of this administration with respect to fraudulent operations through the mails is that the leading organizations of advertising men and newspaper proprietors throughout the country have inaugurated and are now actively carrying out plans to 'clean up' all false and fraudulent advertising. It is strongly urged by those behind this movement that the public will have more faith in advertising matter generally, and that it will patronize the advertising columns to a greater extent when advertisements are uniformly honest and that the standing of the newspapers themselves will soon be rated by the character of the advertisements they carry. Many newspapers and magazines now make it a rule to accept none but absolutely clean and true advertisements, and some papers even go so far as to guarantee the truth of the representations contained in their advertisements and to offer to reimburse anyone defrauded by having placed reliance upon them. It is extremely gratifying to note that the leading advertising men have kept in close touch with the office dur-

ing the past year and made it their business to disseminate by bulletins and otherwise information relative to the issuance of fraud orders. They have also furnished valuable information to the department in aid of the suppression of fraudulent schemes."

In this connection it may be of interest that the Postmaster-General in his annual report likewise gave recognition of the value of the co-operation of advertising men in behalf of cleaning up the mails. Such co-operation, says the head of the postal service, "has resulted in wide dissemination of information which tends to prevent acceptance by publishers of advertisements of a fraudulent character. The co-operation of publishers and advertising men in this manner is very gratifying and useful to the department. Nearly all fraudulent schemes with which the department deals are initiated by advertisement. Complete purification of advertising and the continued vigilance of the postal authorities will save many millions a year to the American public."

#### INCREASE IN FRAUD ORDERS

To get back to our main topic of prize and puzzle schemes in the mails it may be noted that the report of the Post-office Solicitor shows an increase in all the activities of his office which have to do with the Federal scrutiny of this class of schemes. For example, during the year, the Solicitor's office gave about 6,000 opinions in the nature of rulings upon the admissibility of matter to the mails,—an increase of 2,000 over the previous year. More than 1,900 projects coming under the classification of lottery schemes were investigated and 57 fraud orders were issued,—an increase of 12 over the preceding year.

Discussing the enterprises for offering prizes dependent upon lot or chance the Solicitor says: "Comparatively few attempts are now made except by concerns and agents abroad, to operate the ordinary lottery in this country. Most of the prize schemes with which this office has to deal are those in which attempts are made to dis-

guise the lottery features and thus evade the law. Many of them masquerade as contests of skill and some are so ingeniously devised that their unlawful nature can be determined only after the most careful study, but an analysis usually discloses some factor of chance linked with whatever element of skill may be involved. It is of course the chance feature which makes the proposition attractive."

In connection with the stiffened policy of the Post-office Department with respect to prize and premium schemes in the mails no little significance may attach to the denunciation just made by the Postmaster-General of many of the club and premium schemes used by some publishers to boost circulation. The Postmaster-General devotes two pages of his annual report to this "flagrant abuse of the second-class mail privilege, not only serving to swell the amount of mail of this class which is carried at a heavy loss, but at the same time subjecting publishers who conduct their business in harmony with both the letter and spirit of the law to unfair competition." The Department head complains that "Sometimes premiums having values almost or wholly equal to the subscription price of the publication are given with subscriptions," and he is equally emphatic in his disapproval of the arrangements made by publishers with subscription agents "whereby the latter not only retain the entire amount paid by subscribers, but often in addition thereto are paid a bonus for each name turned in." It is charged that publishers who employ these methods "do so to force the circulation of their publications for the additional profit accruing from increased advertising rates, and are indifferent to the amounts received from subscriptions." The Postmaster-General says the Department is investigating and will take steps to prevent these "abuses."

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George M. Buenger has been appointed assistant advertising manager of R. H. Macy & Co., New York.

## Do You Sell Anything Electrical?

If your product performs any service in the generation or transmission of electricity—or is operated by electric power—you will find the biggest single interested market for it among the readers of

# Electrical World

And if you sell such a product, whether you "believe in advertising" or not—you will certainly be deeply interested in the little pamphlet we recently published under the title

### ***"Some Misconceptions Regarding Advertising in the Electrical Industry"***

It will take you about ten minutes to read this document and it may give you a viewpoint of your sales problem that will be worth a lot to you.

This booklet presents a solid analysis of the special and peculiar conditions which surround the selling of a product in the electrical field. Ask for a copy.

**McGRAW PUBLISHING CO., Inc.**

239 West 39th Street, New York

**ELECTRICAL WORLD      ELECTRIC RAILWAY JOURNAL**  
**ENGINEERING RECORD      METALLURGICAL and CHEMICAL ENGINEERING**

*Members Audit Bureau of Circulations*





**WALTERS & MAHON**

Incorporated

*"Printing that Pulls"*

64 Church St., New York

PHONE CORTLANDT 1087 - 1088

**THIS** publication is acknowledged to be the best specimen of typography in the house-organ field. We print it. A sample copy will tell you a more eloquent story than we can write. Mailed on request.

See our advertisement in  
printers' combination  
on page 108

*James Zobian Co.*

*General Advertising*

*225 Fifth Avenue, New York City*

# Stories of Some Successful British Slogans and Headlines

Phrases That Have Helped Win the Demand of the Conservative Englishman

By Eskholme Wade

[EDITORIAL NOTE: The author of this article, now a member of the home-office editorial staff of *PRINTERS' INK*, is an English advertising man who is quite familiar with the ins and outs of the British market. Until recently he was editor, at London, of the English edition of *System*.]

OVER a quarter of a century ago an English firm placed a new kind of liquor on the market. The liquor was distilled in part from cherries. A cherry liquor sounded good. A trial proved that it tasted good. And the product is still sold and drunk everywhere in the tight little island where so many good drinks come from to-day. There is nothing new or startling in this. Many products are as old as modern display advertising and a few are as old as advertising itself. The particular point, however, in this product is that the advertising to-day is much the same as that of 25 years ago.

This advertising started with a simple slogan or "catch-phrase," as they say in England. "Reason-why" copy has never been tried. Eloquent descriptive matter has been ignored. Pictures of delighted imbibers sipping the liquor have rarely if ever been used. But in small spaces and in and out of season, with little variation beyond an occasional and slight change in the design of the lettering, the British public has been told in five words all that it needs to know about the product.

"Welcome always, keep it handy, Grant's Morella Cherry Brandy," is the simple song that has been sung until cherry brandy has found its way into every British home where the taste for a refined stimulant is tolerated and cultivated. There being something innocuous in the suggestion of a cherry drink, it is whispered that cherry brandy has also crept into homes where alcoholic stimulants

of any kind are looked upon as the work of the arch-fiend of human nature himself. And this nation-wide distribution has been effected with comparatively little advertising and less brain-cudgeling.

The first brain wave that brought forth the lilting rhyme sufficed to carry the product high and dry into popular favor. The same refrain, endlessly repeated in the original small spaces, suffices to maintain it in popular favor to this day.

## CONSTANT REPETITION PAYS

The simplicity and the wearing qualities of this campaign emphasize one important truth regarding advertising in Great Britain. Given a few good slogans, a popular character and a product for which there is a general demand, in no other country can a demand on a nation-wide scale be more quickly created. And, though figures are lacking to prove the point, it is safe to say that nowhere else are returns better in proportion to the expenditure in time, money and effort. This is due in part to the density of population, in part to the ease of distribution, and in part to the innate conservatism of John Bull. Once convince him by sheer repetition that a thing is good for him and prove it to him in your product, then his national trait of holding on fast comes into play and the advertiser rakes off the fat profit that can only spring from the cream of the repeat order.

To illustrate this point take the case of a product called Scrubbs Cloudy Ammonia. This liquid will take spots out of clothes, brighten up fabrics, restore faded rugs and carpets, cleanse brushes, shampoo your hair and do most things in the cleaning and renovating line. But

from the very beginning of its advertising career it has accentuated none of these uses in particular. It has concentrated on the single slogan, "Try it in your bath." Every advertisement is headed with this slogan and every advertisement takes the shape of a board held in two outstretched arms with the index fingers overlapping and pointing to the slogan at the top. The copy on the board may be varied from time to time, but the headline, "Try it in your bath," remains the same.

This product is now found in most middle-class and well-to-do homes. The main idea behind the advertising has been that we are more willing to buy and test something for our personal use and satisfaction than we are to test it as a household utility. As a water-softener and skin tonic it appeals to the Englishman's love of bathing. Sooner or later, if the idea is rubbed in sufficiently, he will test it in this way. When once in the home its wide range of uses will make it a permanent household-utility friend. And this product has forced its way into most Englishmen's castles by a simplicity of means that to many American advertisers must seem crude, if not inefficient.

#### COCOA MARKET WON WITHOUT GOOD SLOGANS

The Englishman is willing to acknowledge that a lot of his advertising compared with the standard in America, is crude and inefficient. Take, for example, the advertising of cocoa and chocolate in Great Britain. Cocoa now bids fair to oust coffee as the most popular household beverage after tea. The demand for cocoa has steadily grown through consistent advertising. Coffee has been left to sell itself largely on its own merits. For nearly half a century the cocoa trade has been in the hands of three or four houses. During most of these years all that the public has been told about any of these firms' products is that Cadbury's is the purest and best, Fry's is renowned for its strength and purity, Rowntree's has a flavor of its own, and Epps'

beverage is asserted to be grateful and comforting. The story goes that Epps, being of a Quaker family, named his two daughters Grateful and Comforting respectively. Whether the daughters were named after the cocoa or the cocoa after the daughters matters little. The point is, here were four national houses, each producing a beverage and allied cocoa products with distinctive flavors or merits of their own. Yet each for years had been content to advertise in such a way that the general public knew little more about the product advertised than the name of the firm that made it.

Any English person who reads the press cannot help recalling that the Enfield bicycle is made like a gun, or that a little Cherry Blossom Boot Polish goes such a long way, or that Drummer Dyes are easy to buy, easy to try and fast when dry, or that John Bond's marking ink links the linen to its owner, or, if she wants to make a blouse, she may just as well cut it out of Viyella, or, if he wants to buy a steel pen, that his choice is practically limited among branded articles to one of the boons and blessings immortalized in the old rhyme:

"They come as a boon and a blessing to men, the Pickwick, the Owl and the Waverley Pen."

These are all British products advertised in a comparatively small way. Their total combined appropriation does not, in all probability, equal that of any of the big cocoa houses. Yet by the repeated emphasis of a snappy and appropriate slogan, they have managed to impress some distinctive feature or use of the product upon the public brain in such a way that it will never be wiped out of the mind of the present generation.

In recent years the cocoa houses have begun to mend their advertising ways. Fry's advertisements are now headed with such phrases as "Have none but Fry's, the name implies strength, purity, flavor," or "The source of the strength of the strenuous," and the emphasis is laid on the nourishing qualities of the beverage. The house of



## "This Looks Good To Me"

"Now this is what I call real co-operation. I wanted some detailed information regarding the Boston territory and here it is—it certainly looks good to me.

"I wanted to know about the buying power of Bostonians—the per capita wealth—the number of grocers to every 100 families in each of the 39 cities and towns of Metropolitan Boston, and what grocers thought about products similar to mine.

"I wanted to know what the leading dealers in different sections of the Metropolitan territory thought about sales helps such as we get out, and what they thought about coupons in advertisements.

"I'm particularly interested in what leading dealers have to say about merchandising and advertising plans. They have their ears close to the ground—they can tell how these plans 'take' with their customers.

"I'd like to interview a lot of these dealers personally, but it

takes time and money. That's where this co-operation of the Boston American makes itself felt—it helps wonderfully."

When you want to know anything about Metropolitan Boston with its 39 cities and towns within a radius of 13 miles, write the Boston American; you will receive information which will help you plan with greater certainty.

Write for information concerning our plan of co-operating with advertisers—it will interest you. Your request does not obligate you in any way.

N. B. When you consider the Boston territory, remember that the Boston American is New England's Greatest Home Newspaper.

The Boston Evening American has a greater net paid circulation than all the other Boston evening papers combined, and the Boston Sunday American has the largest net paid Sunday circulation in New England.

# BOSTON AMERICAN

Member Audit Bureau of Circulations

80-82 Summer Street, Boston, Mass.

NEW YORK OFFICE  
1789 Broadway

CHICAGO OFFICE  
504 Hearst Building

You cannot cover New England without the Boston American.

# "Paragraphs"

is the name of our little monthly magazine about paper for advertising purposes. The issue for January 1916, which marks the beginning of the tenth consecutive year of publication, is devoted principally to

## White Mountain Enamel

It tells why we recommend White Mountain as the best coated paper of very moderate price for specific catalog and booklet purposes. The issue is printed on White Mountain Enamel and therefore excellently illustrates our arguments.

Incidentally this number of "PARAGRAPHS" contains some interesting information relative to ROY-CROFT ANTIQUE Book Paper for catalogues and WORTHMORE BOND for business correspondence.

Every reader of Printers' Ink should also be a reader of "PARAGRAPHS". A card addressed to our nearest division will add your name to our mailing list.

THE WHITAKER PAPER COMPANY  
CINCINNATI, OHIO

Birmingham, Ala.

Detroit, Mich.

Atlanta, Ga.

Bay State Division

Smith-Dixon Division

Boston, Mass.

Baltimore, Md.

New York Office—Fifth Avenue Bldg.

Chicago Office—Peoples Gas Bldg.

Cadbury has lately put out some effective posters. One in particular bearing the slogan "Hello, Daddy, guess what I've got" has already become world-renowned because of the charm of the youngster and the effective link between the slogan and the picture. The firm of Rowntree has begun to concentrate, both in the press and on the billboards, on the distinctive flavor of its product. Yet, in spite of half a century's publicity, none of these big advertisers has so far managed to hit upon a slogan that tickles the ear and burrows its way into the brain.

In marked contrast to these old-time methods is the well-thought-out plan of a firm of Scotch distillers. The result is there is hardly a present-day Briton who doesn't know that "Johnnie Walker, born in 1820, is still going strong," because every picture tells him so and in every picture of a clever advertising campaign he sees Johnnie with a big move on. The idea behind this unique and striking advertising figure has been to present "Johnnie Walkers" in numberless scenes of old-time gaiety. These scenes have an irresistible charm for the cultured and more or less imaginative class to whom the product appeals. Old sports, old fashions, old songs and old street cries have all been pressed into service. Throughout his meteoric career "Johnnie Walker" has been entirely associated with the world and its inhabitants as once they were, while the alertness of his dapper figure, always on the move, makes of him as interesting a personality as is to be found in the advertising world. No matter where he appears, whether in the press or on the poster, the public is told that he was born in 1820 and is still going strong.

#### DEFT TOUCH IN HEADLINE PHRASING

A good slogan or headline makes glad the heart of the advertiser and is a pearl beyond the price of any jewel he may sport in his necktie. In fact, if he can once find the real thing in slogan phrases it will wear as well as

any jewel, and, like many precious and rare things, increase in value with old age.

What the value of the slogan "Worth a Guinea a Box" is to Thomas Beecham even he could only guess. He might put it at a hundred thousand dollars a word and let it go at that. One of the biggest buyers of newspaper space in the world—perhaps the largest—must have spent more in advertising this phrase than has been used in making known any other five ordinary words of the English language. Beecham has been the pioneer in the use of big spaces and whole pages. And in testimony of his belief in the power of the pithy phrase, the bigger the space used, the fewer are often the words printed upon it.

Many every-day phrases of the great B. P. (which stands for British public) have been harnessed to the service of the little B. P.'s. "How's business?" asks one man of another in a homely drawing of two business men meeting in the street. "First rate. I've a grand thing in hand just now," the thing in hand being obviously a box of Beecham's Pills. "Between you and me, Beecham's Pills are all right," says one fellow as he pictorially taps the other on the chest with the two fingers of his right hand holding a pill taken from a box in his left hand. And so it goes.

This master of phrases, in a dozen words and often with the crudest and most homely of drawings, produces as vivid and lasting an effect as is conceivably possible to produce when advertising such a prosaic article as a popular pill. Pills don't lend themselves to romantic or poetic flights of fancy. Still history records that Thomas Beecham did once break loose in this way. It was in the early days of his advertising and in this fashion:

Because of the high rise and fall of the tides around the British Isles summer bathing is carried on in "bathing-boxes"—wooden boxes on big broad wheels that are dragged over the sands as the tide flows in and out. A summer vacation at the seashore is a na-

tional British institution, and most English advertisers go slow on the big pedal during July, August and September. One year vacationists were either shocked or amused, according to their viewpoint on outdoor publicity, to find most of the bathing huts around the coast bearing the legend, "What are the wild waves saying? Try Beecham's Pills." A few highbrow folk were "riled" at what they called a desecration, and one old lady wrote to the papers to say that she would never again be able to sit and dream on the sunny sands without thinking of Beecham's Pills. But the fact remains that this first recorded "motion" picture advertisement on the perambulating huts was pretty cute advertising. For it proved to Thomas Beecham, as to other advertisers, that there was a way 'round even the summer slump if the advertiser was wide enough awake to find it.

There being no copyright in flights of poetic fancy, another English firm has recently borrowed Beecham's famous slogan and adapted it to the use of Skipper Sardines. These sardines a few years ago were unknown. Now their sales volume surpasses that of all other British importers put together. A detailed account of the enterprise of this house appeared in *PRINTERS' INK* of April 17, 1913.

A central figure in all the publicity of this product has been the portrait of a fine old sea-salt, clad in rubber overalls and wearing a sou'wester on his gray head. No matter what the situation, the old salt comes up smiling. In one famous advertisement he comes swimming along somewhere in the middle of the Atlantic Ocean and offers you a box of his famous sardines. "What are the wild waves saying?" he asks. "Probably farewell to 250,000,000 sardines." As the reader is told that "There are ten skippers in each box," this is an indirect way of emphasizing the sales and popularity of the branded article. "Keep smiling! There's always Skipper Sardines" is the old salt's invariable and ungrammatical

greeting. He is constantly telling his public to "Ask gently but firmly for Skipper Sardines"; and he occasionally admonishes them with the phrase "Do not skip a day. Make every day a Skipper day." In brief, the Skipper bids fair to share with Charlie Chaplin and Johnnie Walker the honor of being the best-known British public characters of the day—thanks to modern advertising.

#### BIG RETAILERS USE SLOGANS

Leading British retail houses also realize the advertising value of the slogan. Whiteley, the pioneer of the department store in England, insisted from his earliest days on being known as "The universal provider." No Londoner who rides on a 'bus or in a tube can escape being told to "Get it at Harrod's." Every provincial person knows that "All roads lead to Lewis's" in Manchester, and that "Lewis's is the store that shows the new fashions first." Gamage, in Holborn, never tires of repeating that "There is no place like Gamage's for value for money." The house of Wallis, over the way, never loses an opportunity to make known that it is "The Mecca of the thrifty." But, rather surprising to note, one of the few big retailing houses that has not yet identified itself with a slogan of some sort is the biggest advertiser of them all, the house of Selfridge. It would be interesting to know the real reason why this successful merchant has not yielded to temptation and coined a slogan. Without a doubt he has a reason and a strong one.

The really good slogan is a rare bird—almost as rare as a swallow in winter. Yet it's the kind of bird that's worth a lot of brain cudgeling to capture. The eye soon gets used to the striking or unusual—and then forgets it. When the ear once gets used to the unusual it never forgets it.

#### Barnett's Territory Changed

Joseph J. Barnett, of the New York City staff of *Cosmopolitan Magazine*, is now covering the Philadelphia and Southern territory for that publication, succeeding R. B. Neave, who recently resigned.

**The NET PAID  
Circulation of  
The Countryside Magazine**

**is 27,191 Copies  
Audited Statement  
in full detail is in  
preparation**

**The Suburban Press  
PUBLISHERS  
Frank A. Arnold, President**

**334 Fourth Ave., N. Y  
January 29, 1916.**





## Finding Overlooked Opportunities in Hard-fought Field

(Continued from page 12)

should print our sales. And, third, the change has modified our whole conception of competition and revolutionized our attitude toward it. Altogether, the experience is just another instance of being forced by circumstances to dig deeper and then discovering the finer ore there.

### TALCUM ADVERTISING TOO NARROW

"When we got out the trade-circular, we did so in a hurry, and we had no thought for any mental by-products as a result of the printing of the sales chart. The copy we outlined for 1916 showed no radical change from that of the earlier years except in the better layout and pictures, and in the size. It was characteristic of the copy and of all talcum advertising, in fact, that it was exclusively occupied with chanting the prices of the specific brand featured. You could not call it competitive advertising exactly, and yet it all carried the idea if it did not the actual words: 'be-ware of imitations,' and 'take no substitutes'; a type of advertising which does not create the maximum desire for talc and which does makes the public skeptical about the brand, and about advertising, too.

"Now, the further advertising idea we got out of the fact that we had taken the radical step in the industry of telling our sales, was that we and all of us in the line ought to get away from the besetting sin of too much talk about the brand and say more about the *uses of talc*. Our advertising ought to be co-operative and constructive so as to increase the general volume of sales, just as other industries increasing the popular consumption of their products by making their advertising tell the public in how many different ways it needs them.

"Our company has been growing at a constantly accelerating speed, but the general consump-

tion of talc has not grown at the same proportion. We have been gaining at the expense of others in the business. It is self-evident that we cannot continue that rate of growth unless the demand also grows. We cannot possibly do all the business there is. And even if we could, it is only a fraction of the business that ought to be done. A certain amount of brand talk is necessary, but the broad underlying principle should be to increase the consumption.

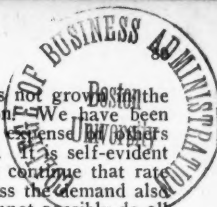
"Take one new use that we are beginning to put into our copy—talcum for tired feet. Few people know talcum is good for that. If only present users of talc know it, it would more than double the consumption. Many other uses will be developed. We shall develop some of them ourselves, but what can we do alone in comparison with what would be done by the concerted effort of all? It's a waste of precious time to be trying to pull the public one way and another by crying up fictitious differences between brands. There is very little difference between good brands, whatever is being said. The choice of one or another is largely a matter of whim.

"The practical thing to do, therefore, is to enlarge the market. And I wonder if this is not true of practically every field, if the uses that remain to be developed are not of much greater importance than the business that can be pried loose from competition by 'clever' advertising and merchandising.

### NEED FOR STRONG COMPETITION

"If I am right, your next business after your own is the business of your competitor. You want him to prosper and grow for the reason that no one manufacturer on earth has the power or the money to develop the national demand for what you, too, sell. We all need competition, a competition in *service* to develop that demand.

"Talcum has been more expensively and cleverly advertised than almost any other product, and yet the consumption is *not up to the*



*advertising.* Statistics show a total sale of about 50,000,000 four-ounce cans. That's half a can per capita. It is a safer assumption, however, that only about ten million instead of a hundred million use it. That is five cans a year or an average retail expenditure of around 65 cents.

"That shows talc as a very cheap luxury. It ought to be perfectly possible to get 30,000,000 users and more and to multiply the number of different uses. Why should we waste time and money struggling for a small market when there are far larger markets waiting us?"

"For the same reasons exactly, we believe in publicity, the fullest publicity of our affairs practicable. What danger was there in publishing the number of cans sold by us? You give away no business secrets when you publish your gross sales in packages. Unless your competitor knows your cost of doing business and all the rest, the gross gives him no clue at all. And if he does, small loss.

#### COULD FOSTER DEMAND INTELLIGENTLY

"But the benefit from all publishing their gross sales is great. In that way we can check up the growth of demand in the country, know whether it is gaining or losing and arrange our individual campaigns accordingly. When I say arrange the campaigns, I have no other idea than that it would continually intensify the development and advertisement of new uses. The knowledge of the broad movement of the industry would do that.

"Look at the automobile industry. It has a National Automobile Chamber of Commerce and publishes full figures about the industry. The production of every manufacturer is not only known, but officially reported by him. Of course it could not very well be hidden. But that isn't the point. The point is that the knowledge of the actual growth, the sectional demand, its character and preference, and all the rest, have been of infinite importance to the industry. It has helped it to in-

crease so fast that the advent of a newcomer is hardly felt. Dodge Brothers did a \$35,000,000 business last year and yet were hardly felt by any of the enterprising houses.

"Of course, there has been a shaking down of inefficient manufacturers in the industry, just as there always is and would have been, anyway, but the demand for automobiles has gone on, and would have gone on in spite of the European war.

"It's much the same in the lumber business and some other lines where co-operation has obtained a foothold.

#### NO STATISTICS ON TALCUM

"But in the talcum business, it has been altogether different. There have been no statistics, no appreciation of the real and possible demand, no accurate knowledge of per capita consumption. We are all of us, even the largest, losing far more by secrecy than we would gain by a free interchange of data and opinion. Our real impediments are not our competitors, but the ignorance of the public regarding talcum—and our own ignorance.

"You might think we ought to be satisfied as a company to get our business from any quarter, but we are not, since, as it appears, we are getting it all from the other man. It's an unhealthy state of affairs.

"We are not afraid of competition. We want it to prosper. It's the best guarantee we have of a big market. We have just started to market a toilet water line and recently one of our salesmen sold the largest dry goods jobber in St. Louis a bill of goods. This jobber had never handled toilet water before. Now our competitors can go in and sell him also.

"We have also started the wholesale grocers taking on talcum powder. In all the years of talcum powder selling that was never done before. We are not keeping it quiet. We know it will be slow work opening up new lines of trade all by ourselves. We want competitors to go in



*Exclusive Advantages of*

## New York Surface Car Advertising

*Not Obtainable from Any  
Other Medium Whatsoever*

### No. 2

#### *Flexible Adaptability*

**Y**OU can use all the cars on all the 108 surface lines in Manhattan, the Bronx and Westchester and reach the 60,000,000 buyers who ride on them every month.

Or you can choose certain car-lines and concentrate in selected localities, or on specific classes of buyers.

*Daily  
Circulation  
2,000,000*

Thus practically all waste circulation can be eliminated; and any appropriation met—large or small.

Tell us where to address information about the many other exclusive advantages.

### New York City Car Advertising Company

JESSE WINEBURGH, President

225 Fifth Avenue      New York, N. Y.

Telephone: Madison Square 4680

## Greatest in Volume Greatest in Growth

529,953 agate lines of automobile advertising appeared in The New York Times in 1915—the largest volume ever published in one year by any New York morning newspaper. This is 78,915 lines more than the second and 208,049 lines more than the third newspaper.

### Automobile Advertising in Morning Newspapers in 1915

	Agate Lines	
The New York Times.....	529,953	139,374 gain
Second newspaper .....	451,038	3,745 gain
Third newspaper .....	321,604	32,233 gain
Fourth newspaper .....	285,007	2,621 gain
Fifth newspaper .....	257,877	3,880 loss
Sixth newspaper .....	102,699	721 gain
Seventh newspaper .....	86,726	9,131 loss
Eighth newspaper .....	39,601	7,567 loss

The New York Times gained 139,374 agate lines of automobile advertising—nearly 300 per cent. more than the combined gains of all the other New York morning newspapers in 1915.

Of display automobile advertising The New York Times printed in 1915 276,707 agate lines more than any New York evening newspaper.

*The average net paid sales of The New York Times for the six months ended September 30, 1915—318,274 copies—were greater than the combined sales of the three other New York morning newspapers popularly classed with The Times as to quality of circulation.*

and open them up, too. Then there will be more business all around.

"I am always glad to see a talcum or toilet water or toothpaste display in a window, even when it is by a competitor. I know that it will make new users for all of us.

#### MORE BUSINESS FOR ALL

"The same thing applies to the druggists. Some of them may and perhaps will resent the placing of talcum lines in and dry good stores, just as the grocers objected to druggists selling tea or coffee. But the more talcum powder is displayed and pushed the more business will be created for all tradesmen and the druggists will not suffer.

"We have talked over this matter of constructive advertising with two or three competitors, and one of the largest of them has already agreed to help it on. We don't care whether anybody comes in or not, so far as absolute assurance is concerned. It is something that anybody can start, that will demonstrate itself and cannot be stopped when any one manufacturer can dominate the industry.

"Now that our popular line is established, we have introduced a high-priced line of talc powder and perfumery, and have laid out an advertising campaign for the fashion and women's magazines. We desired to keep this distinct from our popular line and have therefore put it out under the name of 'Page Perfumer,' and made the Talcum Puff Company exclusive agents.

"It has had a very gratifying reception. As was the case with our Air-Float Talc powder, the long profit in the Page line goes

to the dealer. And the dealer likes that. The new line, being rather handsome and being handsomely displayed, gives prestige to the popular line. The dealer likes that, too."

Mr. Page does not believe in too despotic a control of the salesmen in the field. As in the other matters, his solution for the sales management problem is to keep opening up new easy markets for salesmen by discovering new uses and advertising them.

## Ice Cream by the Clock



#### FILL IT—

Pour the cream in one end of the Freezer. Put 3c worth of ice and salt in the other end. (There's no chance for the salt to get into the cream.)

Then—



#### FORGET IT—

That's all there is to it when you make ice-cream in the new

### **Auto Vacuum Freezer**

There's no turning—no bother—nothing at all—just leave the Freezer alone, and your ice-cream is



#### FROZEN WHEN YOU LOOK

Just 30 minutes after you put the cream in—smooth, creamy, rich, delicious and frozen hard.

You can make better ice-cream than you could in the old-fashioned freezer, and without any fuss or muss.

If you don't want to use the cream as soon as it is frozen, you can put it away and leave it, for it will still be



#### HARD 8 HOURS LATER—

The cream keeps hard for eight hours; and when it's all over, you have only three simple parts to wash.

With the **AUTO VACUUM FREEZER** you can have your own home-made pure cream every day. Thousands of women are using it already.

**FREE** Send for our *free* book which describes the new Auto Vacuum Freezer, and in addition gives you recipes for all sorts of delicious frozen desserts that are easy and so simple to make. Use your free coupon to get this interesting, valuable book.

**AUTO VACUUM FREEZER CO.**  
10 Wall Street, N. Y.

Your Free Coupon  
Auto Vacuum Freezer Co.,  
10 Wall Street, New York

Instructions: Please send me **FREE** your booklet, "Ice-cream, Frozen, Too," containing recipes for delicious desserts that are easy to make.

My dealer's name is \_\_\_\_\_

My name is \_\_\_\_\_

Street Number \_\_\_\_\_

City \_\_\_\_\_

NATIONAL ADVERTISING THAT WILL HELP DEVELOP  
DEMAND FOR THE NEW FREEZER

"The greatest thing is to let them alone," he says, "but give them things to impress the dealer. The dealer is the key."

Mr. Page shares the belief of many executives that the core of the organization is not the commodity but the sales staff.

"Every time we do a natural

thing," he says, quoting President Wilson, "we break a precedent." There is a general prejudice among manufacturers against salesmen carrying side lines, but we have just added a side line of our own that has about as little to do with talcum or the toilet line as any article you can think of. It's ice-cream freezers—the Auto Vacuum Freezers. We would sell a pile-driver if we thought we could make good on it. Why not? We have the sales force and the dealer good will. Why shouldn't we use them?

"There's nothing intricate about either of our propositions. When the salesman has made his town and transacted his talcum business with the druggists, he talks the other line, or calls around on another department-store buyer and sells him freezers. He couldn't do it if we had a big line, but we have not. Both lines are easy to sell.

#### WILL ADVERTISE NEW FREEZER

"The new freezer has excellent possibilities. It has been selling for two years without advertising and we shall now advertise this spring and summer in the women's magazines, and supply the local stores with elaborate window material, dealer helps, car cards, electrotypes, and the rest. We have sent out a large 12-page trade circular in color, describing the campaign and containing sales ideas, directions for demonstrators, thermometer sales in connection with it, etc. We shall later send out a complete book on sales and window-trimming ideas."

Every story of a new success in a field already overcrowded always suggests, if it does not exactly illustrate, the old saying that the looker-on sees most of the game. What 400 manufacturers had not been able to accomplish, probably because they were too close to their proposition, the newcomers, bound by no precedents and unawed by the prestige of the leaders, were able to do. Ignoring competition they proceeded to strengthen weak spots in their own campaigns and adopt advanced methods, and finally

were able to grasp the opportunities overlooked by the others. Whether or not they shall succeed in revolutionizing the attitude of competitors in regard to there being vaster opportunities, they have at any rate splendid precedents in other industries to keep them in countenance.

### City Anti-Cigarette Law Unconstitutional

Columbia, Mo., opened the new year a cigaretteless town, but after one week Judge Samuel Davis, of the Fifteenth Judicial District of Missouri, declared the ordinance passed by the city council unconstitutional. Eight merchants petitioned for the injunction which Judge Davis granted.

In announcing his decision the judge ruled that the city council had overstepped its power. He said:

"There has never been any doubt whatever in my mind that the cigarette ordinance which prohibited the sale to minors and adults was invalid. The statutes and the court decisions are plain on that question. The city, though, has authority under the State law to prohibit the sale to minors generally and not merely minors under 18 years of age. The very fact that the State prohibits the sale of cigarettes to minors makes it illegal for the city to prohibit their sale to adults."

The city will not appeal the decision.

### Manufacturer Prepares for National Campaign

A direct-by-mail campaign to dealers is being prepared by the Nemeyer Advertising Company, Wheeling, W. Va., for the H. Northwood Company, also of Wheeling. This concern manufactures glassware.

The Nemeyer company has also secured the account of the Kanawha Manufacturing Company, Charleston, W. Va., which is preparing for a dealer campaign. The company makes heating apparatus.

### A. N. A. Office in New York Moved

Because of the increase in the membership and activities of the Association of National Advertisers, the offices of the association have been moved from the Fifth Avenue Building, New York, to enlarged quarters at 15 East Twenty-sixth Street. The lease on the new premises runs for five years.

W. J. Murphy, publisher of the *Minneapolis Tribune*, has presented to every employee of the paper an insurance policy equal to one year's salary. In the event of death while in the newspaper's service, the amount of the policy will be paid to the beneficiaries in weekly instalments.



# THE AYER & SON ADVERTISEMENT (Concluded)

to produce automobiles. And Michigan has the "more."

Michigan's supremacy in the building of pleasure cars and trucks, "gas" and electric, is another Aladdin's tale. Detroit alone has thirty factories—which made close to 400,000 cars, worth \$375,000,000, in 1915. This city has a hundred shops which manufacture automobile accessories. Lansing, Jackson and Flint are also in the business.

Michigan not only had the vision and the mechanical skill to produce, but also the genius to sell, automobiles. After the first years, the manufacturers relied heavily on advertising to help them cash in. It was done extensively—mostly in glittering generalities. Big space and smashing illustrations, with chunks of technical description, about defines it.

Times have changed in automobile advertising, just as they have in manufacturing. To-day a description of springy springs and beautiful gloss will not sell a car.

Future sales will be very much a question of good advertising. And the manufacturers who win will be those who have something to tell the public about their particular cars that can't be said about any other.

We believe in "doing it differently" always. That's one reason why Ayer advertising is so successful.

We'd like nothing better than to be invited in on one of these Michigan car accounts—with a clear-track opportunity to prove that automobile advertising can be made different as well as profitable.

Michigan's furniture interests are important. A decade or two ago Grand Rapids was about the only known source of first-floor-to-attic furniture. This same city is not producing as much proportionately as formerly, but Grand Rapids furniture ranks among the most artistic in the world, bar none. Quantity production has given way to quality.

No, we're not forgetting it—we'll say it now. Michigan is the home of the modern breakfast food. Consider what all of us owe to her people for having put variety into the morning meal.

Here again it was Michigan courage, initiative and advertising that did it.

Michigan has a high proportion of manufacturers who long ago recognized the need of advertising. They have been advertising for many years and are still doing it. But there are others who could profit by example.

It is our good fortune to be associated with a number of Michigan's most successful advertisers. We have worked for years with D. M. Ferry & Co., the largest seed house in the world. We are linked up with the Acme White Lead and Color Works, another "largest in the world." What splendid examples these are of Michigan courage, initiative and success!

Out of Detroit comes the most popular boy's magazine—*The American Boy*. It is the most widely read publication of its kind—which is because it is a good magazine and is well advertised. Another of our clients is the Hastings Manufacturing Company, of Hastings. We also handle the advertising for many of Michigan's famous schools and colleges.

We are prepared to do more advertising for Michigan. We think Michigan's in-it-to-win spirit, coupled to advertising headquarters' "Keeping Everlastingly at It Brings Success" policy, make a combination that can't be beaten. We see so many opportunities in many lines—the ten-to-one chances of success. It is *there*—in automobiles, furniture, corsets, stoves, cutlery—all lines.

It isn't far from Michigan to Advertising Headquarters—no farther to go for the right kind of advertising than to go from Philadelphia to Michigan for a good car.

N. W. AYER & SON  
Philadelphia

New York Boston Chicago



# Confessions of a Publisher of Newspaper Special Editions

Showing the Inside Workings of How the Special Edition Men Work the Advertisers

By Jacob Carlton

Amount \$.....

Mobile, Ala., ....., 1915.

THE UNION .....  
We will aid in the publication and distribution of ..... copies of the Business Review of THE UNION, for which we agree to pay fifteen cents per copy. Payable on delivery, advertisement to be inserted free. .... copies to be delivered.

Signed.....

Address.....

**D**ID you ever sign a contract like the above? You probably did if you are one of the twenty or more thousand merchants, manufacturers, jobbers, politicians or professional men that our solicitors called on during the last five years, for a big percentage of the men solicited in the 65 cities we "worked" promptly put their name on the dotted line.

The special edition referred to, when it appeared, consisted solely of from 12 to 24 pages of solid reading matter loudly proclaiming the virtue, the progressiveness, the enterprise, the honesty, the aggressiveness, etc., of every merchant who could be induced to order anywhere from 25 to 500 copies of the special edition. It also contained several illustrations and a stereotyped review of the city and her resources, usually statistics that were out of date.

"How much will it cost me to gratify my vanity" is what one astute retail jeweler in Winnipeg asked me even before I had told him my complete story. He was one of the very few men I met during the time I was engaged in this work who knew just the value or the worthlessness of the write-up or business puff. His question was so pertinent that he laughed at my discomfiture and you may rest assured that he was quoted

the lowest price. He added, after he had signed the contract, that he did not expect one penny's worth of value from the advertisement, but he admitted, "I do like to see my name in print."

The special edition man is a firm believer in the old maxim that "There's one born every minute," and that is the reason why the souvenir-edition publisher, or the special-edition man or the publicity representative or the town booster or whatever title he may possess, thrives and will continue to thrive. His work is becoming more difficult, however, for of late years most retail firms have organized local commercial bodies, and it is frequently the rule that any advertising solicitor must first secure the endorsement of this body. Then, too, the merchant is apt to remember past experiences, and when approached he may state that "The paper got out such an edition last year. I was in it too, but I can't see where it did me any good."

## EVEN CHAMBERS OF COMMERCE HELP

The fact that the solicitor must first obtain permission from the secretary of the local Chamber of Commerce or of some commercial organization did not prove detrimental to our work. For instance, in Bellingham, Wash., we anticipated the secretary's objection. So we prepared a brief description of the city and its advantages and took it in person to him. We told him we were going to publish a booklet and asked him kindly to correct the article as to statistics. We told him not to hurry as we would not use it for several weeks, thanked him, and left it with him. We did not, however, tell him we were going to solicit advertising. Then, later, in soliciting from merchants, when



## "Your Report has saved the Company \$37,000 a year—from now on you are to be my assistant"

"Your plan has enabled us to eliminate certain costly parts of the business which we did not know were unprofitable—I wish the other young men in the company would get down to the *fundamentals* of this business."

This young man tells us that it was by applying to his own business the principles and methods presented in the Modern Business Course and Service, that he was able to work out one plan that saved his company \$37,000.

### Helps Men Succeed in a Big Way

This case is typical of thousands. Every day men are doubling their earnings by having looked ahead and fitted themselves for the opportunities that come to the men who are *equipped*. These men are preparing themselves with all the business knowledge available through our Modern Business Course and Service. A billing clerk wins a position as head accountant in his concern. A general manager saves his firm from impending bankruptcy. A young bank clerk gains a position paying \$9,500 a year.

Such remarkable cases are cited by the score in "Forging Ahead in Business"—a 128-page book which will be sent free to you on request.

### This Course and Service is Based Upon the Actual Experience of Thousands of Successful Business Men

The Institute collects, classifies and transmits to you through the Modern Business Course and Service the best thought and practice in modern busi-

ness. It will give you a thorough and sound training in the fundamental principles underlying all departments of business—it will give you a knowledge that could be otherwise obtained *only* by years of bitter experience—if at all.

### Advisory Council

The Advisory Council are Judge E. H. Gary, Chairman of the U. S. Steel Corporation; Frank A. Vanderlip, President of the National City Bank; John Hays Hammond, the great engineer; Joseph French Johnson, Dean of New York University School of Commerce; and Jeremiah W. Jenks, the statistician and economist.

### "Forging Ahead in Business"

A careful reading of this 128-page book, "Forging Ahead in Business," which we will send you free, will repay you many times over. It will help measure what you know—what you don't know, and what you should know—to make success *sure*. Every business man with either a business or a career to guide to bigger, surer success, should read this book. You need send no money for it—simply send the coupon below.

### ALEXANDER HAMILTON INSTITUTE

213 Astor Place New York, N. Y.

Send me "Forging Ahead in Business" FREE

Name .....

Business Address .....

Business Position .....



## Voting Their Appropriation for Better Pictures and Printing

**M**ORE and more advertising men are realizing that they can get bigger returns from their booklets and catalogs by buying more pictures or using a second color.

They are able to do this without exceeding their present advertising appropriations by specifying Ticonderoga Eggshell Book or Special Magazine (halftone) papers.

These two Ticonderoga papers are manufactured at the rate of 50 tons a day. Because of this and the fact that they are nationally distributed, we are able to make them the equals in quality of papers costing seven and eight cents a pound.

By using Ticonderoga papers in your booklets and catalogs, you can afford to put more money into your pictures and printing—the items that really count. You can increase your returns without increasing the expense.

Have you seen our new booklet, "The Self Cover?"



**TICONDEROGA  
PULP & PAPER CO.**

200 FIFTH AVENUE  
NEW YORK CITY

questioned, we truthfully told the merchant that the secretary of the commercial club was revising the article pertaining to the development of the city. The inference was, naturally, that we had full approval.

That such editions are profitable, first, to the special-edition man, second, to the publisher, and least of all to the advertiser, there is no doubt, and often not only the advertiser, but the publisher, also, is highly dissatisfied. This advertisement recently appeared in *The Western Newspaper Union*—a publication devoted to news for the newspaper man, and the natural conclusion is that the promoter left before he had satisfied the publisher:

Personal—Information wanted. Anyone knowing the whereabouts of Andrew Wind, special edition man, please notify us. We want to hear from him. Address, *News*, New Richmond, Wisconsin.

I confess, as many times as I have written up other men and firms and deliberately and falsely puffed up small dealers as the equals of the biggest men and firms in the city—as often as I have written articles knowing them to be unwarranted—I confess there is nothing I would sooner read than a glowing account of my success; to learn that my progress was due entirely to my own ability; to find that I was a leader in my line of work; to see that I was one of the most prominent men in town—in short to see my name in print.

Evidently this feeling is shared by practically every other man, for in the 65 cities in which we worked, we failed to secure enough business to issue in only one—Dubuque, Iowa. The other extreme was Phoenix, Arizona. In that city out of the 325 people we called on, we sold exactly 288.

To be sure there are many special editions gotten out by newspapers, publishers and printers that are commendable and that are widely distributed and really do some good. But can anyone tell me what good a 12- or 16-page edition of write-ups of business men and firms has ever done any-

one or any place? You know the kind I mean—you have been in them, one after another. No matter how small or insignificant your store was, the advertisement was full of adjectives. Does anyone ever read more than two or three such advertisements? Do they believe those that they do read? And yet the business dates back to the early days of printing and will undoubtedly continue as long as printing presses run.

This confession deals directly with the editions published by small papers, weekly papers, labor papers, etc., that issue a souvenir edition containing write-ups of everyone willing to buy the necessary number of copies, and invariably is issued by an outsider—a so-called expert.

#### SELECTING THE RIGHT PAPER

The special-edition crew after it hits a town first hunts the labor paper or a Catholic publication, for these two class papers are the easiest to secure on a contract. As a rule such papers do not have a big advertising staff, do not carry

much business and are usually in need of ready cash. In Fargo, N. D., I recall that there were only two daily papers—no weeklies—no available class papers—just the two dailies. There had been a weekly, but it had suspended two weeks before we reached the city. So we promptly located the bankrupt publisher and enthused him with the possibilities of his paper and our plan. In brief, we paid his rent, paid his telephone and light bill and the few dollars due his printer for wages and immediately were ready to do business. And it is only fair to say that the loyal business men of his city responded liberally, thinking the publisher was putting up a game fight. We left him with over two hundred dollars in real money—whether he succeeded in further molding public opinion in his community, I never learned.

Failing to contract with a class paper, a weekly paper is next sought—the daily papers are always the last resort; partly because they cover the field with their own advertising solicitors



CHARLES DANIEL  
FREY  
COMPANY

*Advertising Illustrations*

MONROE BUILDING  
CHICAGO

and partly because they have a better standing and demand a bigger share of the profits from a special-edition man.

Signing the contract with publishers in a city is one of the fine points of the business, a task that requires much tact and "explanation."

The special-edition man demands at least 50 per cent of the proceeds. Many demand more. Our contract with the publishers read that we were to receive 66 2/3 per cent of collections, but was so ambiguous in its wording that most publishers interpreted the contract to read that they were to receive the long end. Of course the publisher objects to paying so large a commission; but after the special-edition man explains the expense connected with his end of the work, tells of the high salaries paid to his experts who write the advertisements, tells of his expense for soliciting and figures the hotel bills and railroad fare he is obliged to pay for his crew, the publisher usually capitulates; for as a rule he needs the money and the special-edition man usually flashes a roll and pays the publisher \$50 or \$100 on account. In no other instance is the old saying, "money talks," more strongly exemplified than in this.

#### APPEALS TO PUBLISHER'S CUPIDITY

The special-edition man has, in the meantime, explained that he can secure more business than a local solicitor. This part is true. A stranger can, in nine cases out of ten, secure more advertising and at a higher rate than the local man. Another argument advanced is that the publisher need not print many papers—that the man who buys them will not want them, which is true—that it is not necessary to print all of the copies sold, and that the publisher can save on his white-paper bill and press work. Instead then of the thousands of copies that the special-edition man promises the advertisers will be lavishly distributed in the community, frequently not that many hundred papers are printed.

The man who buys or orders them does not want the papers. He has neither time, inclination nor facilities to distribute them. Consequently, if he is induced to sign an order for one hundred copies, he usually desires only half a dozen. He looks to the publisher to distribute the balance "where they will do the most good." The solicitor encourages such a plan. That is why the publisher who finds eight or ten thousand copies ordered, prints only one or two thousand, for he also has neither time, inclination, facilities nor white paper to print, mail or send out. The publisher is under heavy expense as it is, because for his share of the proceeds he is obliged to furnish the white paper, set the type, make up the forms, do the printing, pay for the mailing and be the goat in general.

The publisher at Oakland, California, was a far-seeing Irishman who figured that a bird in the hand is worth two in the bush. Consequently our glib promises of a big profit did not interest him nearly so much as his counter proposition of \$50 in real money. He loaned us his name and the name and reputation of his paper for this amount and we bore all the expense. Later developments showed that the publisher broke about even, for Oakland merchants were not very responsive. Being so close to San Francisco, every advertising man that finds himself financially embarrassed goes over to Oakland and a dozen different kinds of advertising propositions are offered Oakland merchants daily.

After the contract with the publisher is signed the next thing the special-edition man does is to get the "dummy" printed. This dummy is fearfully and wonderfully constructed. It is elaborate with half-tones of local buildings and scenes. Usually all the local cuts the publisher has on hand are utilized. When the solicitor calls he shows this dummy to his customer and explains that the stories or advertisements are to be placed between some of the many cuts. But when the paper

# An Idea That Is Making Good



## THE KNICKERBOCKER PRESS

COVERS

Albany, Troy, Schenectady  
and The Capitol District

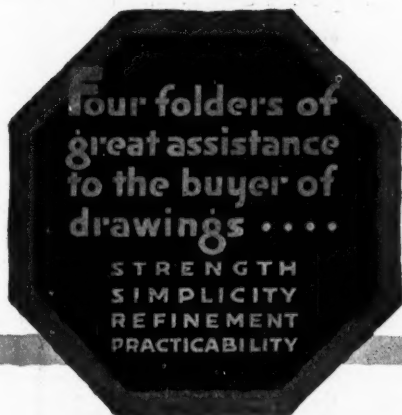
FOR YOU

RATE, SIX CENTS FLAT

*Advertisers, Sales Managers and  
Space Buyers are requested to write*

## THE KNICKERBOCKER PRESS FOR FACTS

*Member of A. B. C.*



**JOHN H. McCracken**  
120 WEST 32 STREET  
NEW YORK CITY



## NEW ADDRESS

HOME OFFICE

## PRINTERS' INK

185 Madison Avenue

New York

Cameron Building, N. E. Corner 34th Street

## NEW TELEPHONE CALLS

Murray Hill 1346 1347 1348 1349



is actually made up it is frequently found that lack of room compels the omission of cuts, for the reading matter (the paid matter) must appear.

Omitting the cuts is the usual reason for dissatisfaction. I remember one labor paper in the State of Washington. The dummy was printed on heavy book paper, but the edition appeared on cheap news stock. The press capacity was only eight pages—the publisher would not make more than two press runs and as a consequence all cuts were omitted. Naturally every advertiser who did pay, did so under vigorous protest and after telling the solicitor what he thought of the paper.

The contracts (like the one at the head of this story) have also been printed. They are always made to read for a certain number of copies and at a stated price—usually 15 cents. The special-edition man has long since learned that it is much easier to get a merchant to help along an edition by buying extra copies than by asking him for a specified sum outright. In fact, so successful were we in Washington State that one publisher later called us "a bunch of Kansas grasshoppers," for, he said, "you have cleaned up everything for the entire summer."

As for the stories, or write-ups or advertisements—no expert ever sees them, much less writes them. Most crews carry with them a few typewriter operators to do the writing, although some rely upon securing a local stenographer or two in the city in which they work. A good special-edition man always carries a big batch of elaborately written write-ups which are clipped from previous issues, mounted on convenient cards, and filed under the various business headings. Then all the "editor" need do is to change the name, city and street number as well as the names of members of the firm and presto, you have a story especially written for the prospective advertiser.

Securing the data from which to write the matter is most inter-

esting. A good data collector tells very little of his work. He conceals his purpose, fearing a refusal. When he calls on a merchant he says, in substance, "Brown is my name. I am with the Labor Paper. We are getting up a list of business concerns of the city and I want to take your correct name and address—may I take one of your cards?" Many merchants comply without asking questions, but frequently one says, "I've done business with the Labor Paper for a dozen years and if they don't know me now, they don't need to." To this the solicitor suavely replies, "Oh, we know who you are all right, but I must get the names and addresses correct. We don't want to omit anyone. May I take one of your billheads or letterheads?"

#### SKILL NEEDED IN GETTING INFORMATION

The billhead or letterhead or the card is usually full of information. It tells how long the firm has been established, what it specializes in, names and titles of firm members, branch stores, trade-marks, etc. If any part of these data are missing from the bill or letterhead the solicitor casually asks, "How long have you been established?" By this time the merchant warms up and answers, "I have been here four years, but Black, the fellow I bought out, was here three years before that."

Then it is easy to find out how much floor space he utilizes, how many clerks he employs, how many traveling salesmen, etc. It has also been observed whether or not the man wears an Elk or Shrine pin, whether he is old or young, etc. All this is jotted down on the business card or the billhead that the solicitor has been handed and later used in the advertisement. If he is compelled to answer the question of "Say, young fellow, what is all this going to cost me?" he is answered with "Oh, nothing at all—we are making no charge for any advertising that we may give you. We are merely selling the papers and we may want you to take a few to



help us distribute them. However, I will be around and show you what we intend to say about you before we print so that it will be all right."

A few days later, after the advertisement has been written from one of the previously used forms, another solicitor calls to show "What we want to print about you." Of course the write-up has been flatteringly written. The proprietor has been boosted as a loyal citizen, influential in the community, ever ready to assist in any cause that will help to promote the interests of the city, holding a commanding position in the commercial world, progressive, successful, a good executive, an astute buyer, etc.

If the prospective advertiser objects to the matter being too "thick" he is told that perhaps his criticism would hold if he had written the article himself, but "that is exactly the way we feel about your business and about you, and the editor thought this was all right, but of course he wanted you to see it first." He is asked for corrections and suggestions to improve the article. "It's not an advertisement, just a commercial review," is what he is told. Then he is again told that the advertisement does not cost him anything, that the papers are to be widely distributed and that the edition will be full of information about the city as well as local scenes and views.

He is told that the papers are a souvenir; that they are to be handed out to customers or sent to friends at a distance, "same as a calendar or any other souvenir" and that they are selling for 15 cents a copy. He is told that at the office the editor figured he could use so many copies (as many as you think you can sell him), that the average number for a business of this kind is—the number you asked him to take.

During this time the number of copies that you expect to sell him has been filled in on a blank contract and he is asked to sign on the dotted line, merely, as "a notation for the office." He signs

and the solicitor quietly disappears. I recall one instance in Montana where the wholesale grocer misunderstood the solicitor when he said 100 copies would cost \$15, and replied "All right, you can put me down for \$50." Needless to say that the solicitor did. A good solicitor can call on from 30 to 45 men a day, and a city is solicited in two or three weeks' time.

#### IMPORTANT NOT TO LET THE ADVERTISER THINK

Of course the main thing is to distract the man's mind from the the work in hand. Our solicitors were trained to compliment a man on his store, to tell him of current events and to prevent in every way the man from thinking clearly about the solicitation. One of our solicitors always carried with him a big copper half-tone—an illustration of a public building—and always placed it so the advertiser was bound to pick it up and ask questions about it.

One publisher up in British Columbia had a peculiar experience. His was a labor paper and the edition was scheduled for Labor Day. When our solicitors called on the merchants they naturally supposed they were contributing to the regular Labor Day fund and as this opinion was instrumental in securing larger orders for us, our solicitors said nothing to discourage the opinion. When, however, the authorized delegation from the Federation called on the merchants a second time, there was certainly a strong complaint. Luckily we had very nearly finished soliciting before the labor committee started.

After the solicitors have finished their work, copy is turned in to the printer and here the real trial begins. The publisher of a small paper usually has no linotype, nor has he a press that will do rapid or satisfactory work. After staying up nights, however, and going to expense (which wipes out all his profit) by hiring printers, etc., the edition finally appears. The collector loads a buggy with all the papers

(Continued on page 111)



PHOTO  
BY  
STREET  
AND  
FINNEY

FRANK W NYE, SON OF "BILL" NYE. FORMERLY  
WITH CRAFTSMAN, BUTTERICK, NOW ADVER-  
TISING DIRECTOR TODAY'S MAGAZINE

## STREET & FINNEY as seen by leaders in advertising

*"When you are negotiating with us on behalf of  
your clients it is a pity that they cannot 'be a  
mouse,' and see you on the job! Their glimpse  
behind the scenes would afford a vivid concep-  
tion of what a live agency does for its patrons."*

*Frank W Nye*

# Directory of Britain's Great Advertising Media

Short Synopsis of Class, Circulation, Scope, Rates, &c.

**"PUNCH"** THE most famous and most widely quoted humorous paper in the World. Wields wonderful power in political and social life, and is one of the essential British Institutions. Was the first high-class illustrated paper in London to state and guarantee Net Sale, and is so far the only one in its class so to do. Advertising rates based on Net Sale each week of 100,000. Net Sale is now in excess of 150,000. 10 Boulevard St., London, Eng.

## THE OBSERVER

(Founded 1791)

The Oldest and Leading Sunday Newspaper.

Certified Net Sales Over 200,000 Weekly  
Advertisements \$5.00 per a. c. inch

12-14 Newton Street, Holborn, London

THE LARGEST NEWSPAPER SERIES IN GREAT BRITAIN

## Hulton's 6,000,000 Group

Picture Papers, Daily Papers, Weekly Papers, Morning Papers, Evening Papers.

THE HULTON COMPANY

Daily Sketch Building London, England

British Advertisers whose articles appeal to the more moneyed classes have long since learned to look upon

## "The Sunday Times"

as one of the most valuable of the media at their disposal

SUNDAY TIMES, London, England

The weekly paper that is read by the business man and his wife. ESTABLISHED 1822

## P.S. "The PASSING SHOW"

is Britain's two-cent weekly of clean humour, pointed satire and clever cartoons, read only by influential and refined people. Circulation now over 190,000, but rate of \$150 per page based on guaranteed NET PAID SALES of 150,000 weekly.

Philip Emanuel  
Advt. Manager  
ODHAMS LIMITED  
94-95 Long Acre  
London, England

## TWO BRITISH INSTITUTIONS

### THE FIELD

(Weekly, Price 6d.)

The Standard Authority of the World on Sport, Travel, the Estate, the Country House and the Interests of the Country Gentleman.

Offices: Windsor House, Bream's Bldgs., London, England

### THE QUEEN

(Weekly, Price 6d.)

The Premier Lady's Newspaper. The recognized authority on Social Matters, Fashions, and all the Interests of the Educated Woman.

## THE ILLUSTRATED LONDON NEWS

THE OLDEST AND BEST ILLUSTRATED PAPER IN THE WORLD

Office for Advertisements: 195 Strand, W. C.

## The Illustrated Sporting and Dramatic News

THE LARGEST SALE OF ANY COUNTRY GENTLEMAN'S NEWSPAPER.

Offices - - - 172 Strand, London

## THE SKETCH

THE GREATEST TRIUMPH IN MODERN ILLUSTRATED JOURNALISM

Office for Advertisements: 195 Strand, London

## The Lady's Pictorial

THE LEADING LADY'S NEWSPAPER.

Offices - - - 172 Strand, London

Specimen copy of any of the above publications with fuller particulars can be obtained from The Dorland Special Agency for British Publications, 366 Fifth Ave., New York.

## Directory of Britain's Great Advertising Media

Short Synopsis of Class, Circulation, Scope, Rates, &c.

## Throughout the Entire World "THE GRAPHIC"

IS RECOGNIZED AS THE PREMIER ILLUSTRATED WEEKLY

All advertisers of note are represented in its pages.

## THE SPHERE

NOW GREAT BRITAIN'S FOREMOST ILLUSTRATED PAPER.

Compare it with any other week by week.


Price Sixpence

## THE TATLER

QUITE THE LEADING ENGLISH ILLUSTRATED SOCIETY PAPER. THE FAVORITE WITH ALL.

Price Sixpence

**All Gentlewomen**  
read  
**The Gentlewoman**  
THE ILLUSTRATED WEEKLY JOURNAL  
for GENTLEWOMEN



## THE CONNOISSEUR

(Founded 1901)

(The Magazine for Collectors, Illustrated)  
35-39, Maddox St., London, W.

The Connoisseur has the largest sale by many times that of any similar magazine published.

Advertisement Rate \$100 per page  
Specimen copy sent on application.

## AMERICAN PUBLISHERS TRADE JOURNALS

(United States and Canada)

are urged to send specimen copies, rates—classified and displayed—to the Dorland Agency, Ltd., 16, Regent St., London, S. W.

## BUSINESS WILL FOLLOW

Specimen copy of any of the above publications with fuller particulars can be obtained from The Dorland Special Agency for British Publications, 366 Fifth Avenue, New York.

# ACREAGE

Nearly 14½ Acres  
of Fertile Territory  
For \$500

In addition to purchasing this site in Britain's main commercial thoroughfare, a handsome structure will be placed thereon to your specification, and the adjoining territory drained of all that's noxious.

Of course you're a Buyer! But where is Britain's main commercial thoroughfare?

The pages of

# JOHN BULL

of course!

The figure given is the total area of space bought by the user of a page—cost \$500—in over 1,300,000 copies.

PHILIP EMANUEL  
Advertisement Manager

ODHAMS LIMITED  
93 & 94, Long Acre, London, W.C., England

## Printers and their Specialties

Advertisers Can Consult with Profit, this List of Printers, When Planning their Next Job

**WE** operate the largest plant in the East for the complete manufacture of high grade catalogs and magazines.

Prompt deliveries guaranteed.

**THE PERIODICAL PRESS**

76-88 Lafayette St. - - New York

## SERVICE

means much to a busy man. We have a clientele of satisfied customers. Let us refer you to a few.

**WALTERS & MAHON**

Incorporated

*"Printing that Pulls"*

64 Church Street :: New York  
PHONE CORTLANDT 1087-1088

**ARE** you getting typography that conveys your message swiftly, appropriately, thoroughly? Don't be satisfied unless you are.

**THE KALKHOFF CO.**

216 West 18th Street, New York

## BOOKLETS and CATALOGS

Many of America's prominent advertisers and advertising agencies like the George Batten Company, J. Walter Thompson Company, Frank Seaman, Inc., Federal Agency and others, requiring high-class booklet and catalog work use the—

**Charles Francis Press** Printers of  
"PRINTERS'  
INK"  
30 West 13th St., New York

## Western Advertisers

know that **KENFIELD-LEACH SERVICE** is unsurpassable. Manufacturing and creative costs kept separate. This gives you exceptional service without having to pay extra for it. We are especially equipped for printing house organs, catalogues and large runs of all kinds.

GET OUR PRICES.

**KENFIELD-LEACH COMPANY**

445 Plymouth Ct.

Chicago, Ill.

## READ PRINTING COMPANY

HIRAM SHEERWOOD, President

Our facilities and our workmen are unsurpassed anywhere

106 SEVENTH AVE., N. Y.

Telephone 6396 and 6397 Chelsea

## "CROWELL QUALITY"

Let us show you what this means when you have a job of binding. We do every kind of cloth, leather and paper work in quantities. Established 1834

**THOMAS Y. CROWELL CO.**

426-428 West Broadway, New York

**IN**ARTISTIC advertising composition makes us win, still we never let art triumph to the exclusion of selling power.

*Day and Night Service*

**C. E. RUCKSTUHL, INC.**

*Typographic Service*

27 EAST 31ST STREET, NEW YORK

## Engraving—Designing—Electrotyping

A Handy Buyer's Guide for Advertisers,  
Advertising Agents and Publishers

**S**O many striking plates in the national mediums are made by us, that someone has recently described the advertising pages as the "Beck part of the magazine."



**THE BECK ENGRAVING CO.**  
PHILADELPHIA NEW YORK

## The Chromatic Process Engraving Company

DESIGNERS  
PHOTO ENGRAVERS  
COLOR PLATE MAKERS

129-135 Lafayette St., New York City  
TELEPHONE 2294 FRANKLIN

*The*  
**Colorplate Engraving Co.**  
J.E. Rhodes, Pres. 311 West 43rd St. N.Y.



Quality Color Plates

## THE GILL ENGRAVING COMPANY

*Our reproductions for printing in colors are of the same excellent quality as our "black and white" engravings. These have been the standard of quality for 27 years.*

SERVICE EQUAL TO QUALITY  
140 Fifth Avenue, at 19th St.  
Phone 4440 Chelsea

## ELECTRO SERVICE IN CANADA

"Dear Mr. Hart— MONTREAL, Nov. 10-15

I want to thank you for the consistently good service you are giving this office—both in the quality of the plates you are making and in the details of shipment and checking. The Tookie job just completed is especially good.

Very truly yours,  
J. J. GIBBONS, LIMITED,  
by Paul Fitzpatrick."

**RAPID ELECTROTYPE CO.**  
OF CANADA  
345-347 Craig W. Montreal, P. Q.

## SCIENTIFIC ENGRAVING CO.

406-426 W. 31st St., New York

Telephones Chelsea 2117-2118-2229

**Best Equipped Plant in New York**

Guarantees you finest plates at reasonable rates

## FINE PLATES

## THE STERLING ENGRAVING CO.

Designing Retouching  
Halftones Ben Day  
Color Process Wax

New York City, N. Y.

200 William St. Tenth Av. cor 36th St.  
Tel. 2900 Beekman Tel. 8990 Greeley

## PUT IT UP TO US

It may be poor service, inattention, unkept promises or high prices. Or, it may be continual complaints from your printer or electrotypist that your cuts are causing them trouble.

*Whatever's at fault—let us solve your engraving problem*

## Metropolitan Art Craft Co.

Photo-Engravers

2 Duane St. New York  
Telephones Beekman 2980-1-2

**DAY AND NIGHT SERVICE**

# Shows How the Wind Blows

## Smoking Chimneys In New England

Smoking chimneys mean that the wheels are turning in the great factories of these six Northern States. These smoking chimneys may not be things of beauty, but they point to industrial prosperity.

They mean that the cotton mills, the woolen mills, the shoe factories, the silver shops, gun shops, brass shops and the 2500 other distinct industries in New England are all running full time.

Well-filled weekly wage envelopes beget prosperity for the butcher, the baker and the candlestick-maker.

Zone campaigns are the order of the day, and New England is the greatest of all zone campaign territories. You may have proof of this by using the

## Home Daily Newspapers

These are the quick workers and rapid producers for modern commercial needs. The retailers discovered this long, long ago and it has been re-discovered by the wise national advertisers. There follow 12 of the best cities and papers to make your trial campaigns in.

**NEW BEDFORD, MASS.** <sup>Standard and Mercury</sup>  
Daily Circulation 20,949 net paid.  
Population 109,000, with suburbs 120,000.

**SALEM, MASS., NEWS**  
Daily Circulation 20,021.  
Population 43,697, with suburbs 150,000.

**SPRINGFIELD, MASS., UNION**  
Daily Circulation 29,591.  
Population 100,000, with suburbs 250,000.

**BRIDGEPORT, CT.,** <sup>Post and Telegram</sup>  
Daily Circulation 25,375 net paid.  
Population 110,000, with suburbs 150,000.

**HARTFORD, CT., COURANT**  
Daily Circulation 16,800.  
Population 98,915, with suburbs 125,000.

**NEW HAVEN, CT., REGISTER**  
Daily Circulation 19,414.  
Population 133,605, with suburbs 150,000.

**MERIDEN, CT., RECORD**  
Daily Circulation 5,963.  
Population 37,265, with suburbs 50,000.

**WATERBURY, CT., REPUBLICAN**  
Daily Circulation 8,783.  
Population 73,144, with suburbs 100,000.

**PORTLAND, ME., EXPRESS**  
Daily Circulation 20,944.  
Population 58,571, with suburbs 75,000.

**BURLINGTON, VT., FREE PRESS**  
Daily Circulation 10,014.  
Population 20,468, with suburbs 40,000.

**MANCHESTER, N. H.** <sup>Union and Leader</sup>  
Daily Circulation 27,705.  
Population 75,063, with suburbs 150,000.

**LYNN, MASS., ITEM**  
Daily Circulation 15,261.  
Population 89,336, with suburbs 100,000.



it will hold and starts out after the money. He has the merchants' contracts, which have been carefully indexed so that it is easy to locate the various advertisements in the paper.

Finding a certain merchant's small, two or three-inch advertisement in a 16-page paper containing from four to five hundred similar articles, and locating it immediately so that the customer does not greet you with the remark, "No one will ever find it—I can't even find it myself and I am looking for it," seems a difficult task, but not so with the special-edition man. He has painstakingly looked through the contracts and papers and has checked the article and noted on the margin of the contract the page and column where the advertisement is. When the collector walks in he has previously noted the index on the contract, knows the exact location of the article and of course it is easy for him to casually turn to the proper page and place his finger in the proper column. While the merchant is looking through the advertisement he is interrupted with, "Shall I mark this contract paid?" and usually before he realizes just what he is doing or stops to complain he has reached for the check book or cash drawer. Of course this does not always apply, but it does in by far the greater majority. When a man does complain it is sometimes hard to show him why a small confectioner happens to have a bigger and better story than the leading manufacturer or why a saloon keeper is more prominent than a banker.

The special-edition man usually takes in all the papers ordered so as to impress the merchant with the big volume of circulation. After he has the money he remarks to the merchant that most of the advertisers want the publisher to distribute the papers for them—that they can do it so much cheaper, inasmuch as they have a rate of one cent a pound, and that if the merchant mailed them himself he would have to put a two or three cent

## Portland, Me.

If you are a Sales Manager of a non-advertised product and you have asked your Chief to advertise to increase the sales of his goods through consumers' appeal and to show your salesmen that there is a real live house behind them, this little message is meant for you.

Point out to your Chief that though he has built his business without advertising and has made progress, so can a man on a crutch make progress but not as much as the one with two sound legs.

Ask him to let you make a trial campaign in Portland, Maine. 10,000 lines, which will be sufficient for a season's advertising, will cost but \$393.25. Have him make the trial in Portland because it is an ideal city for a "prove campaign." It is a jobbing center, a residential city, prosperous, and may be well covered by the use of one paper, the

## EVENING EXPRESS

which justly leads in all kinds of advertising because it gives the greatest value to advertisers.

If interested, write to us or to our representative.

*JULIUS MATHEWS, Representative*

## Bridgeport's Remarkable Prosperous Conditions!

Were you ever in a great steel mill when every machine, forge and hammer was at work and at a speed to break all records?

If you have seen this then you may gather some idea of the great workshop of Bridgeport as it is to-day.

Everything is in full swing, mostly day and night, and the cry is for more men, more room and more machinery.

The industrial activity of Bridgeport is not paralleled by any other city of its size in this country.

The basis of business activity is industrial activity, so business was never so good in Bridgeport. Every kind of business is good, all departments in the big stores are breaking all records.

Are your goods on sale in Bridgeport? Are you advertising in the

## Post and Telegram

Largest Circulation in its field!

If your goods are worth while you are welcome to Bridgeport.

*JULIUS MATHEWS, Representative*



## No short-lived spectacular campaign

can secure the lasting co-operation of dealers, neither can such a campaign create a permanent demand from the consumers.

We, on the Pacific Slope, see many ill advised campaigns undertaken, and we see many of them halt, stagger and come to a feeble stop. This big rich field is not to be conquered by any superficial sales or advertising campaign.

We know the way.

The Geo. F. Eberhard Company  
**SAN FRANCISCO**  
**LOS ANGELES SEATTLE**

### \$ —————> HOTELS

#### A Hundred Million for Food

Uncle Sam houses 15,000 hotels, all sizes. In 593 cities of 10,000 population or more, there are 2,982 hotels averaging 121.37 rooms.

FOR EACH 121.37 ROOMS THE YEARLY PURCHASE IS:

fish	}	\$2,547.00
oysters		
clams		
lobsters		
crabs	}	\$17,596.83
meats		
poultry		
groceries		
cereals	}	\$4,840.53
coffee		
tea		
cocoa		
chocolate	}	\$15,230.72
delicatessen		
relishes		
cream		
milk	}	
butter		
eggs		
cheese		

(Data on YOUR product available).  
389,858 rooms in 2,982 hotels.

A Market! Supplied through

**The Hotel Gazette**  
HOTELDOM'S NATIONAL WEEKLY  
Founded 1876

JOHN B. MARTIN, Adv. Mgr.  
By mail, 1123 Broadway, New York  
By phone, 8890-8891 Farragut

stamp on each copy. The merchant admits this to be true and ends with the remark that he wants about a dozen copies for his own use and the publisher had better distribute the balance in that vague place "where they will do the most good!"

#### THE PUBLISHER'S SHARE

After the delivery has been made and all the collections have been gathered, so far as possible, the settlement with the publisher comes. That poor individual is in for another trimming if he isn't alert. Prior to this, however, the advance man of the special-edition crew has secured a flattering letter of commendation to the publisher in the next city. In settling with the publisher, assume, for instance, that the total business is \$9,000. The publisher was entitled, under the contract, to \$3,000, that is, he would be if all the collections were made. Of the total amount only \$8,000 may have been collected. Consequently the publisher is entitled to but \$2,666.66, for he was to receive only his share of the collections. The special-edition man explains that the uncollected accounts are good, will be paid later, but that "we can't afford to wait for them" and prepares to pave the way for a compromise offer to the publisher. He states, "Assuming that the whole amount were collected, you would be entitled to \$3,000. Now let me give you this \$1,000 in deferred accounts and \$2,250 in cash. In that way you will be \$250 ahead."

Instead of paying \$2,666.66 out of the actually collected money, the special-edition man is paying only \$2,250, and if the publisher is ever able to collect more than one-half the amount of unpaid bills, he probably lives to be a very old man.

But after all, while no good is accomplished, no great harm is done. The merchants who contribute the most to a special-edition are the ones who advertise the least in the regular edition—they are the ones who wait for something special. The

chances are they will never miss the \$5, \$10 or the \$15 spent, and the shade of Ben Franklin knows the average publisher needs his proportion of the money thus secured. The regrettable part is that the promoter, as usual, gets the long end.

### Chalmers Urges Better Auto Merchandising

Speaking before 300 Texas automobile dealers in Chicago last week, Hugh Chalmers, of the Chalmers Motor Company, declared that what the automobile industry needs is dealers who will merchandise the automobile instead of being content with what business comes their way. "I knew men years ago," Mr. Chalmers said, "who would say: 'I want all this territory around here.' We would ask them why they wanted it. They would reply: 'We want it so that we won't have to go out; so that all buyers will walk into our place,' and so that they could get all the profit. That man was not a producer.

"The real definition of a 100 per cent salesman," continued Mr. Chalmers, "is a man who can sell anything to anybody speaking his language. We all fall short of that mark, in proportion to our inability to do that. The automobile industry needs merchandising men. It is a question of the survival of the fittest. This is no longer a prophesy—it is a reality. It is a question of the fittest now."

A. R. Erskine, president of the Studebaker Corporation, said that last year a rough estimate of the annual auto sales would exceed one billion dollars. About 20 per cent of that money went to the dealer as his commission, or about \$200,000,000. This would indicate, he said, that the average gross earnings of each of the 18,000 dealers would be about \$11,000.

H. H. Firestone, of the Firestone Tire & Rubber Company, went on record as believing that the supply of rubber would be more than equal to the demand. He stated that during the past few years many new plantations had been started in India and other countries which would insure an adequate future production. Lee Anderson, of the Hupp Motor Corporation, spoke of the new order of things in the automobile industry, pointing out that both dealers and manufacturers were working together for the good of the industry.

The dinner was given by the Fort Worth *Star-Telegram*, at whose invitation the Texas dealers visited the Chicago automobile show. Amon G. Carter, general manager of the paper, acted as toastmaster.

The advertising account of the Ivory Clasp and Garter Company, New Orleans, has been secured by the Chalmers Agency, Inc., of the same city.


### Letters That Brought a Smile

During the last 60 days several of our clients have voluntarily written us some unusual letters. Such phrases as "You are surely giving us more than our money's worth" — "Everyone is most complimentary on the campaign" — "The results from our local advertising have been such as to make us feel justified in national advertising and we have just started such a campaign" — "We must hand the Turner Advertising Company a great big slice of credit for our phenomenal growth" run through them.

In our years of advertising experience previous to the founding of this business we learned many things not to do, and a few things to do. Perhaps this experience would be worth real money to you. Drop us a line.

### Turner Advertising Company

30 N. Dearborn Street, Chicago

Nothing Succeeds Like Service 

### It Is Worth While

For the general advertiser to select newspapers that the people LIKE BEST, the evening newspapers that go into the families, that carry the most want ads and are most largely used by local merchants. To this class belongs a Brockton Daily

### Enterprise

Thirty-sixth year, evenings, sells for 2 cents, prints 14,512 per day, flat rates for commercial advertising, 35 cents per inch.



# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60.

JOHN IRVING ROMER, Editor.

NEW YORK, FEBRUARY 3, 1916

## Official Recognition of the Power of Advertising

As announced briefly in last week's PRINTERS' INK, England has bestowed the honor of knighthood upon the man who showed the way to raise recruits for the army and money for the Government by advertising. Sir Hedley F. LeBas is the first man, so far as we know, to be publicly honored for service rendered entirely through the use of advertising. Advertising men are familiar enough with the power of their medium to influence public opinion, but that power is not always acknowledged even by those who are its most direct beneficiaries. That the British Government has acknowledged its debt to advertising is an honor not only to Mr. LeBas, but to advertising men generally.

If the "preparedness" campaign goes through in this country, and we are confronted with the problem of getting recruits for a sizeable standing army—and incidentally with the necessity of raising

the revenue to carry on the programme—the experience of the British Government should stand as an impressive object-lesson. The success of the advertising campaign has been officially endorsed by the bestowal of knighthood upon the man who directed it, and it is confidently asserted that a seat in Parliament awaits him at the next General Election. We have no patents of nobility in this country, but conspicuous public service does not always go unrecognized on that account. Mr. Tinsman's suggestion in PRINTERS' INK a few weeks ago that a Cabinet portfolio may some day be reserved for a "Secretary of Advertising" does not seem quite so fantastic viewed in the light of the British Government's recent action. In a Government so vitally dependent as ours upon the support of public opinion it is hardly likely that the molders of public opinion shall long go without some sort of official recognition.

## Making Copy Sound Reasonable

It is likely that the clearest definition of successful copy that was ever offered is the one which sets forth that an advertisement, to accomplish its intended purposes, must be *seen, read, believed, remembered*; and it is added that, most important of all, is to be believed.

For a decade writers and speakers on the subject of advertising have hammered on "how to get attention." Headlines, illustrations, good type display, practical psychology and other things have come in for study principally, it seems, in order that we might better understand how to get the elusive attention of the reader and hold it to what we want to say. It was well enough; for a lot of advertising gets the attention of only about four people—the publisher, his solicitor, the printer who set the copy up and the advertiser who paid the bill.

But it is odd, when you stop to think of it, that so little has been said about getting believed. We grant at once, when we think of it, that if we develop disbelief

rather than belief, we might as well not have had the attention of the reader at all. But how often do we stop in our copy-writing and say to ourselves, Is it a reasonable statement? Will the reader really believe that? Hadn't I better present facts that will lead the reader to the desired conclusion rather than try to ram a conclusion down his throat?

Consider the following advertisement:

#### SERVICE FIRST

A REMARKABLE RECORD—

999 OUT OF A THOUSAND

The statement submitted by the Superintendent of the Lackawanna Railroad at Buffalo, showing the time of delivery of westward fast freight to the road's Buffalo connections, viz.: The Grand Trunk, Lake Shore, Michigan Central, Nickel Plate, Pere Marquette and Wabash for a period of six months, ending June 30, 1915, is a remarkable one. During that period out of an even 1,000 deliveries, with one exception every one was made on schedule time—practically a clear record.

Had the Lackawanna Railroad alleged that every single one of a thousand deliveries made in the time stated went through on schedule time, few people would have believed the statement. But the railroad confesses to being human—one delivery went wrong. The 999 deliveries that went through on schedule time prove all that the Lackawanna Railroad could put into the mind of the reader anyhow. Anyone who expects a railroad to maintain a perfect record should buy a ticket for another world. The frank statement wins belief.

A manager of the printing department of a very large concern was once writing a letter that was, in effect, an advertisement of himself, for he was asking the president of the concern to appoint him to a position of more power and compensation. He set forth that, in four years of service, he had put through a large number of printing jobs—giving the number—and that every one of them had gone through without

a hitch, a failure or a flaw. "Don't send in that statement," said a friend, on reading the letter, "it would knock you higher than a kite."

When a salesman is trying to sell you something, you can feel your attitude undergoing a change just as soon as you perceive that he is exaggerating, or that he is not fair to competition. On the other hand, when he is earnest and fair you accept some things without actual proof.

Some information can be conveyed more believably by inference than by direct statement. You can swear in big type that your goods are the finest in the world, that the men employed in making them are the best that can be had, and so on. Or you can point out, without thunder, that your product is tested hourly, or inspected fifty times during the process of manufacture, and is guaranteed to give first-class service for five years, whereas most products in that line carry a guarantee of only one year or two years. Fair comparison of facts or claims and the inference drawn therefrom will likely go much further toward building up belief in the reader's mind than mere blatant boasting or exaggeration would.

#### A Man's Worth to a Business

If "facts are the dross of history" are they not equally the dross of biography? The salient facts of the life of any man can be stated in few words; but the question—"What manner of man was this who, at 48, was worth \$100,000 to a chief who, while intensely human himself, is known to demand value for his dollars?"—cannot be answered by a recital of bare facts. So let us clear up the facts first. Then let us seek the man behind the facts.

On January 2, 1894, C. C. Griswold, most fortunately having just lost a political job, began work in the Woolworth store in Albany, New York, as stock man in the basement. He was then 27 years old. The Woolworth chain was then a mere nucleus of the

present aggregation, consisting of twelve to fifteen stores; but Griswold so entered into the spirit of development, so believed in its future, and so worked into the hands of his chief that he rapidly advanced to the management of the Albany store.

Meantime the Woolworth business was also rapidly growing, and experimenting as it grew, and a traveling superintendent was required to develop and maintain a maximum of efficiency. Griswold became that superintendent. So well did he fulfil his duties that when the first branch office of the company was opened in Chicago, in 1905, he was made manager thereof. There he continued for eight years while the business advanced and expanded with almost geometrical progression.

In 1913 Mr. Griswold was called to New York to take charge of all the purchasing for the entire company. Then Carson C. Peck, vice-president and treasurer of the Woolworth Company and Mr. Griswold's most intimate friend and closest business associate, died, in April, 1915, and Mr. Griswold became vice-president of the company and vice-chairman of the Executive Committee.

And then, after a brief illness, he died of Bright's disease on January 27, 1916.

Men worth incomes of \$100,000 a year are not plentiful in any field of endeavor. Even railroad men who control entire systems are not more highly paid. So somewhere in the character of C. C. Griswold must have existed marvelous ability to make his services worth nearly \$2,000 a week to this chain of five- and ten-cent stores. For if the entire gross receipts be figured, that would absorb 1,000,000 sales at ten cents or 2,000,000 sales at five cents. Or, if we allow 37½ per cent margin as the average gross profit on Woolworth sales, earnings of \$100,000 will absorb the total return on 2,666,667 sales at ten cents each, or on 5,333,333 sales at five cents.

Again, department buying is completely organized at Wool-

worth's. Keen men of the broadest vision are in charge of the work of assembling stocks literally from the entire industrial world. Hence, it should seem as if no place could exist in the organization for such a man in any department devoted to cutting costs or saving pennies—important, even vital, as that work is now recognized to be.

So the answer must be sought elsewhere—and we find it in the statements of his associates.

Mr. Griswold's associates say that the secret of his remarkable success was his personality and the wonderful facility with which he was able to direct others. He was intensely energetic as a matter of course. Naturally, he was one of the most active among the executive officers of the company. It almost goes without saying that the Woolworth business was not only his profession, but his pleasure, and most of his recreation as well. But we must dig still deeper into this remarkable personality, because all these characteristics are found combined in many lesser men.

And perhaps we may find the key not so much in executive ability as in executive *influence*—his extraordinary capacity to instill the spirit of his attitude toward his life work into those about him, far and near. For we are told that his death came as a severe shock to very many—"more than one man's share of friends"—scattered throughout the country, in every town wherein is a representation of the Woolworth system, and that he was beloved by those men.

If we think of him in this way perhaps we may turn the figures of his cost to the company around and face them the other way. From this angle we shall find that on a total of approximately 875 stores, the cost of such super-management was only \$114.50 per year per store, at which price his service was surely the product of the most sagacious economy.

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Ladies' Night at the Sphinx Club, New York, will be observed February 15th.



## MRS. HELEN WOODWARD

formerly department manager for The Woman's Home Companion and Pictorial Review; Manager of Review of Reviews advertising in Photographic History of the Civil War and O. Henry; specialist in woman's, mail order and book advertising, is associated with

## THE HARRY PORTER COMPANY

Advertising and Merchandising Counsel

18 East Forty-first Street

New York

# Cullings from an Advertising Agent's Letter File

Some Frank Observations on the Old Problem of the Trade Name

MY dear —: We have found the right name. Before I tell you what it is I want to discuss in a general way the matter of trade names, so as to sort of prepare you.

It's the kind of a name that will make you rear up and say rude things at first. Can't you imagine the scenes of disorder when Kodak or Pearline or fool names like that were first suggested? The hardest strain on my confidence in human intelligence is to sit in on one of these name conferences.

The discussion usually centers at first on a name submitted by the assistant shipper who is studying lettering. It is the customary combination of various capital letters from the firm name, ending in CO. PRINTERS' INK has frequently commented on this type of name. It will probably win out, but no one is yet ready to vote for it, as each one has a name of his own which came to him in his sleep or by some occult process which he won't tell about.

One of these names is always a hopeless copy of some competitor's trade-mark. Another makes a valiant attempt, with hyphens and four or five syllables, to describe the uses and superiorities of the goods. The president kills this by impressively quoting his lawyer to the effect that a descriptive word cannot be protected. The creator then tries to buttress his contribution with cute phonetic spelling, calculated to be obvious in its significance to the public but deceiving to the court.

Another executive submits a string of words which he lifted from a code book and which would shame a Galician train announcer.

Suppose you submit a really good name. Someone always asks, "But what does it mean?" That's the time to get mad and retort, "What does your name mean?"

A name, properly speaking, isn't a word with a meaning—it is merely a sound. The safest test of a name's quality is—could a dog remember it? A dog could remember Zip or Tex or Taps, but would never get used to Super-Quallo-Enamello. The one and only function of a name is to be remembered.

One must of course avoid an unfortunate sound association, as for instance: "Gok" wouldn't answer for a beauty cream. I don't know why, but it wouldn't.

But a name should have no meaning. If a word has any previous value before you adopt it, it costs you a lot of money to destroy that value or meaning before the word can become associated with your goods solely.

It probably cost half a million dollars to make the word Regal stand for shoes instead of kings. Douglas started with no such handicap. Every dollar spent on Kodak has added prestige, but if Kodak had meant anything to begin with it wouldn't be half as well established as it now is. Goodness knows how many millions it took to destroy the irritating half meaning of Uneeda and convert it into a mere name.

The advertising on Mr. Punch has only been running a short time, but I have tested it on dozens of laymen and they always say "Oh yes, that automatic drill." The first advertisement planted the name "Big Ben" in the mind of a nation. Fisk, Kelly, Good-year, Goodrich—all good names, but they never meant anything.

Reo is a good name because it's a good name, not because it's made up of a man's initials.

Therefore, don't ask what the new name means, but see how quickly a dog will answer to it. The name is coming in a separate package. Yours faithfully.



## Chicago Wants A. A. C. of W. Headquarters

According to "Chicago Advertising," which is the organ of the Advertising Association of Chicago, there is a movement on foot in that city to have the headquarters of the Associated Advertising Clubs of the World moved from Indianapolis to Chicago. The favorable geographical location of Chicago is emphasized as an argument, and it is pointed out that in the last few years such organizations as the following have chosen Chicago as a logical place to

establish business headquarters: The Audit Bureau of Circulations, the Poster Advertising Association, the Association of Advertising Specialty Manufacturers, and the Agricultural Publishers Association. It is planned to send the Chicago delegation to the Philadelphia convention instructed to bring back the Club headquarters with them.

J. S. King, formerly with the Farrar Advertising Company, Pittsburgh, has been appointed advertising manager of the Famous Players Film Service, Inc., of the same city.

# Printing Papers of Excellence

Clarke & Company  
225 Fifth Avenue  
New York

General Sales Agent for Book Papers  
Manufactured by Crocker, Burbank & Co.

Decide for  
yourself if  
this book  
can help  
you.  
Sent for  
your  
**FREE**  
examination

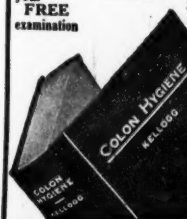
## Dangerous Indigestion

Indigestion, Constipation and the more serious ills to which they lead are so common and cause so much needless pain and suffering that Dr. John Harvey Kellogg has written a book telling how to prevent and remedy such disorders. The greatest living authority on diet and digestion here gives you the results of his forty years' experience as Superintendent of the Battle Creek Sanitarium where he has studied

and treated thousands of cases of indigestion and resulting ills. "Colon Hygiene" is a book of facts—**not theories**. Do you want to renew your energy and stamina, stop suffering from headaches and backaches, have clear eyes, a smooth, ruddy skin, and feel the exhilaration of real good health tingling thru your body?

If so, send this coupon now for a **free examination** of this splendid book. Learn how easy it is to live life anew—to acquire the dominant personality that comes from good health—to become suffused with the joy of living. All this, and more, you may get from Dr. Kellogg's book of 400 pages which the coupon will bring to you. This free examination offer is limited, so send the coupon NOW before it is withdrawn.

**Send No Money—Just the Coupon**



**GOOD HEALTH PUBLISHING CO.**

1802 Main Street, Battle Creek, Mich.

Send me, all charges prepaid, "Colon Hygiene." After examination, I will send you \$3 or return the book within five days at your expense.

[Write your name and address on the margin.]



# The Little Schoolmaster's Classroom

THE greased palm as the smoothest route for selling communities their municipal equipment is gradually being relegated to the graveyard of history. And advertising is bringing this about. According to the American-La France Fire Engine Company, Inc., of Elmira, N. Y., the community as a whole is taking a more personal interest in the merits of the commodities their taxes buy. To interest the

York City, Philadelphia, Chicago, San Francisco and the like.

"To be perfectly frank with you," the company writes to PRINTERS' INK, "this ad is an experiment. You, without doubt, realize that an ad of this nature cannot reach the interested purchaser. In other words, our ad must necessarily have been of a suggestive type to interest influential citizens. We cannot at this writing tell to

what extent we have succeeded in arousing interest in our Ford cars. We have received about two hundred inquiries, the majority of which are from leading citizens. We know from the ones received that considerable interest has been aroused, but whether those interested will result in sales of any magnitude is the question."

\* \* \*

There follows this significant paragraph from the point of view of a concern peculiarly in a position to know.

"The trend of affairs in municipal governments points to the fact that it is more of a practical proposition to reach communities in the way we have attempted than was formerly the case. Things are selling on their merits

now, and not through political wire pulling."

If advertising thus points the way to the elimination of the backdoor, under-the-desk method of selling communities their supplies, then check up another point for legitimate, paid publicity as a healthful tonic for the public welfare.

\* \* \*

And, speaking of graft, the Lit-



A CRAY of "Fire!" A wild, terrified shriek that brings you bounding from the house in a frenzy of haste. Then the clanging of bells, hoarse shouts and finally the fruitless efforts of an inadequate fire-fighter brigade. It's just the old story over again. The dreadful price paid by community after community because of incomplete fire-fighting equipment. It's the year-in-pour-out fire toll thousands of villages and towns pay. Through none one's negligence, the lives and property of its members have not been protected against fire.

## Free Your Community from the Terror of Fire

The thought of your village, your town, your city, open to the ravages of fire, the burning of the property in your care is horrible, should you not be interested in it. It should make you eager to have all you can about this magnificent fire-fighting apparatus.

If you realize how small is the cost of this American La France Apparatus on Standard Ford Chassis, if you have been deceived and have spent it, and if you do your duty as a public-spirited citizen. You'll talk to your business friends of our about getting this modern, up-to-date engine in your town.

The American La France Chemical Apparatus is complete. It gives an adequate protection in many of the larger cities in the world—the company has in supplying equipment to New York, Philadelphia, Chicago, San Francisco and all other cities. Such a machine

uniquely covers all existing houses, barns, etc. It will protect the property of the city from fire loss as well as the most severely located merchants.

The great value of this American La France Motor Chassis is its ability to reach a fire at its outbreak. It carries a chemical stream 60 feet. When you consider that 75% of all fires are put out by chemical streams and that the chemical stream of this apparatus is 60 times as effective as water, then you begin to appreciate how necessary this engine is to the efficient protection of your community.

It's not only the reduction of company risk, it's your sense of mind in knowing that the welfare of your community is protected against fire.

Write today for further information of this American La France Chemical Engine. It's your duty to make a start for modern fire protection.

The American La France Chemical Apparatus on Standard Ford Chassis, carrying 600 feet of hose, is especially designed for towns with waterworks. Specifications sent on request.

### Important Notice to FORD Dealers

We want you to be our representative in your territory. You are the natural outlet for American La France Chemicals mounted on Ford Chassis. The demand for motor-driven fire apparatus of this type is great.

Mail this coupon NOW for particulars

AMERICAN LA FRANCE FIRE ENGINE CO., Inc., Elmira, N. Y.

The Largest Chemical Fire Engine Works in the World

Headquarters in all important cities

ADVERTISING TO COMMUNITIES IN A NATIONAL MEDIUM

consequential members of such communities in their proposition this company ran recently an experimental full-page ad in the *Saturday Evening Post*, featuring a special chemical engine mounted on a Ford motor chassis, for the small town and village. Incidentally, the ad mentions the fact that this company is supplying fire-fighting apparatus to such representative municipalities as New

the Schoolmaster was recently talking with a salesman for a prominent brand of nationally advertised automobile tires. This salesman, like a million and one other persons in any way connected with the making and selling of salable commodities, is approached constantly by friends who want pneu-

matic tires at factory prices. Having visions of the mustard seed growth possibilities of such graft (and that's the name for it) requests, he sidesteps their advances as gracefully as possible.

"I could as easily as not sign a slip in their name at the forty per cent off factory cost," he said,

## Thanks for Them Kind Woids

Every time I get a letter from an advertiser telling me how much he thinks of my magazine it makes me feel awfully sentimental. And yet—do you know, on all that feeling I can't borrow a nickel at the bank. My banker says "orders or nothin'," and—there you are! What's a fellow to do? Of course that "kind words can never die" stuff is all to the good, but how about shoes for the baby? They wear out like smoke! Come on! Be a sport! Loosen up! Send me something I can cash in on. That's what'll make me gladdest. If this touches your heart and you feel you can't wait wire your reservation of space. Address

J. Dwight Brewer  
Advertising Manager

## GOOD HEALTH

1802 W. Main St.  
Battle Creek,  
Mich.

## HOTELS STATLER



**BUFFALO**  
450 Rooms 450 Baths



**DETROIT**  
800 Rooms 800 Baths



**CLEVELAND**  
700 Rooms 700 Baths

## The Luxury of Quiet

**H**OTELS STATLER recognize that a tired man needs the luxury of quiet, and we've done a lot of "extra" things to provide it for him.

Quiet locations, in the first place; heavily carpeted hallways; double doors between connecting rooms; care and foresight in placing—or hanging—machinery—those are some of the things.

We do everything we know how to make you comfortable, and to give you a little more than your money's worth.

Your satisfaction guaranteed, whether you spend \$1.50 or \$20 a day.

*You'll always find other advertising men at the Statler.*



## "GIBBONS Knows CANADA"

## Part Time Service Offer

New York advertising agency offers to new or small advertisers, expert, personal advertising service and merchandising counsel on part time, service charge basis, in cases where attention required is more extensive than is compensated for by regular agency commissions. "P. T.," Box 392, care Printers' Ink.

## If You Want to Reach the Motor Car Owner Use the AMERICAN MOTORIST

Largest Circulation in Its Field

Main Office: Riggs Bldg., Washington, D. C.

Member of the Audit Bureau of Circulations

**PAUL BROWN**  
COMMERCIAL ARTIST  
61 WASHINGTON AVE.,  
GARDEN CITY, L.I.  
N.Y. PHONE GLO RIVERSIDE.



## Lincoln Freie Presse

LINCOLN, NEB.

Actual Average Circulation **133,992**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.



## Big National Advertisers Use Columbia Lantern Slides

Because they get results  
Because they are trade builders  
Because they are perfect in workmanship

COLUMBIA SLIDE CO., 81 SOUTH FIFTH AVE. CHICAGO

## PATENTS

Our Hand Books on Patents, Trade-Marks, etc., sent free. 70 years' experience. Patents procured through Munn & Co., receive free notice in the SCIENTIFIC AMERICAN.

**MUNN & CO.** 882 Woolworth Bldg., N.Y.  
625 F St. Washington, D.C.

"and no questions asked. But then someone else will get wind of the fact that I got Bill Smith his tires at forty per cent off, and the circle will grow. Then, some day, somebody a mile away in the circumference of this round robin will go to a dealer and say: 'Here! I've got a friend over in — who's getting your tires at forty per cent off (the dealer himself gets only fifteen per cent off). How's that?'"

"Then the dealer puts up a holder, and the slips are looked up. There's my name, and I'm in Dutch. So when a fellow braces me for these favors, I just tell him that I'm selling truck tires; not pneumatics. The amount of time and worry some people spend in trying to get this kind of graft mounts a whole lot higher for everybody concerned than if they bought of the dealer, who's entitled to the business in the first place."

Precisely the Little Schoolmaster's sentiments. One has visions that the abuse of "inside friends," if allowed to continue indefinitely, might assume such proportions as to eliminate all established methods of trading. It is to be hoped that everybody approached by habitual friendly graft-seekers may be able to deflect them so decisively and finally toward the regular trade channels.

\* \* \*

Now if there should be any member of the class who feels the need of some real vigorous mental exercise, and he will step up to the desk, the Schoolmaster will make a recommendation. The late lamented Commission on Industrial Relations investigated a number of things besides the Rockefeller Foundation, and among them was scientific management. The results of that investigation are now available in a book entitled "Scientific Management and Labor," by Robert Franklin Hoxie, who is associate professor of political economy at Chicago University, and who acted as special investigator for the Commission. The Schoolmaster is almost ready to guarantee that the book will put one's cerebral con-

volution through a setting-up exercise which will make the problems of everyday business seem tame by comparison. The work is based upon answers to a questionnaire, which is fully set forth in 102 pages of the appendix. If still troubled with superabundant brain power after having read the text, try answering the questions.

\* \* \*

Just suppose you wrote copy as carefully as you wrote telegrams, getting every ten words crammed full of meaning. It is really wonderful what you can put in ten to twenty words when you want to be concise. The Schoolmaster not long ago saw a cablegram sent to America by some European tourists who had been shut up within the German lines and unable for a long time to get any word to their anxious friends. There were just two words in the message, but these were full of meaning—"Safe, London."

\* \* \*

We hear much of the national advertiser. Why shouldn't there be a class of advertisers known as semi-national advertisers or sectional advertisers? One of the biggest problems of the day in general advertising is the problem of the small manufacturer, he who can spend perhaps not more than five thousand to twenty thousand dollars a year and whose publicity, if spread over the entire country, may be so thin or weak as to accomplish little or nothing. He may, of course, have such a specialty that even very "thin" national publicity will pay. If, however, his product is more along the line of a staple, he may have to draw a smaller circle than the entire country and work within that.

### Roy Stannard Drake Dies

On January 29th occurred the death, in New York, of Roy Stannard Drake, managing editor of *Automobile Topics*. He was 86 years old.

Mr. Drake had been associated with several newspapers, as well as the editorial departments of *Motor World* and *Bicycling World*. He had also served in the advertising department of the Winton Motor Car Company and as advertising manager of the Post & Lester Company, Hartford, Conn.

The Peerless Underwear Company, of Utica, N. Y., has been incorporated with a capital stock of \$30,000.

## 18k. Space Buyer Office Manager

One of New York's most progressive Agencies wants a live wire in the above dual capacity. He must know by experience and be able both to rule and to advise.

It's a Real Job.

Address "S. B.," Box 402,  
PRINTERS' INK.

## With Right Methods

The hardest problems can be  
**SOLVED**

If your copy isn't attractive and doesn't "pull," write

W.  
R.  
M.

Care Printers' Ink

Promoter and originator of high class idealistic advertising copy and trade-marks. Will accept position immediately. Prefer position with Advertising Agency or Agricultural Magazine. Best references.

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

### ADVERTISING AGENTS

**WANTED—A MANUFACTURER**  
who desires preeminence for his products in New England. Not interested unless manufacturer is willing to back up sales work with consistent advertising. Box 536, care Printers' Ink.

### ARTISTS

**A First-Class Artist**  
Expert in figure work, good all round man, wishes to connect with large growing Advertising Agency or Publishing House in New York City. Absolutely familiar with Magazine, Newspaper and general poster work, rapid layout man. Experience covering a wide field. Was formerly art manager of one of the largest advertising agencies of the Middle West. Box 534, care Printers' Ink.

### BOOKLETS

Are wasted because written backwards; expensive because printed by old time methods. Ask on your letter head for samples. "Standard Booklets" written and priced right. THE DANDO CO., 40 S. 3rd St., Philadelphia, Pa.

### BUSINESS OPPORTUNITIES

Publisher wants to purchase a weekly trade paper doing a gross business of about \$100,000 annually. Not necessary to give details, but simply advise that you may be interested. Box 948, P. I.

### CORRESPONDENCE SCHOOLS

"Practical Modern English," 18 lessons, \$18, by Harvard graduate, teacher, printer. Double lesson on Copy-Editing and Proofreading with plates, practice galleys, \$3. Matteson Cor. School, 30 E. 42d St., New York.

### HELP WANTED

Wanted by trade journal publishing house, young man experienced in make-up and competent to do occasional reporting and assist editor. Box 949, care Printers' Ink.

**Wanted**—Young man, college graduate, preferably some technical training, to assist in office work, correspondence and all advertising matter. Good opportunity with well established concern near Buffalo. Give references. Box 540, care Printers' Ink.

### Assistant Copywriter Wanted.

Some experience desirable, technical preferred, but adaptability is the chief requirement. Write, giving full particulars. Box 500, care Printers' Ink.

**Advertising Solicitor or Agency Man** controlling New England or New York State accounts can make advantageous connection with live agency. Correspondence confidential. Box 513, P. I.

**Advertising Agency**, highest credit and ample capital, offers opening to solicitor of proven ability, who can bring along at least one good national account. Commissions paid only on actual business placed. Full details in first letter, which will be treated in strict confidence. Box 543, care Printers' Ink.

### WANTED

by leading magazine in its field, A-1 solicitor for New York City and vicinity. Must be producer. Commission and drawing account. Opportunity, Box 544, care Printers' Ink.

**WANTED—Window display man.** One with the ability to create attractive and practical displays for distribution among branch stores of large manufacturing concern in the Middle West. Only high grade men will be considered. Must have mastered the art of attractive arrangements of products rather than the ability to paint backgrounds and scenery. That is, we will put his ability as an attractive window trimmer ahead of his talent as an artist. Address box number 542, care P. I.

### MISCELLANEOUS

**S'M'INK**, a monthly magazine of brevities culled from the business press and condensed, coupled with original briefs on direct advertising. Send for free sample. Stewart-Mackintosh, Inc., Duluth, Minn.

## POSITIONS WANTED

**Live Advertising Salesman**

Do you need me? Ten years with one house. Looking for bigger things, as my present earnings are limited. Box 546, c/o P. I.

Twelve years' experience sales work, some advertising, correspondent, handle detail, knowledge printing. Adaptive and painstaking. Excellent references. Age thirty. Box 538, Printers' Ink.

**ADVERTISING COPY MAN SEEKS CHANGE.** Member of Copy Staff of one of the best known and most highly regarded Agencies in the country. Particulars on request. Box 507, c/o P. I.

Department store advertising manager desires connection with manufacturer's advertising department; experienced in copy-writing and manufacturer's sales' promotion; college graduate, age 28; salary secondary. Box 550, Printers' Ink.

Young man, 24, having 10 years' successful business experience, 5 years with present concern, desires position in adv. dept. of a progressive advertiser. One year's practical adv. experience. Other credentials. Box 541, care Printers' Ink.

**PUBLISHER!**

Can you use services of man who can take charge of adv'g, handle accounts, collections, etc. Understands all details. Over 15 years' experience. Address G. W., Box 536, Printers' Ink.

Capable man, 25, desires permanent position with live medium, either as solicitor, ad writer, correspondent, or any capacity where endeavor will be recognized and rewarded; over 4 years' experience with large trade papers. Box 587, care Printers' Ink.

General office man, age 30; thoroughly familiar with every detail of advertising agency and newspaper office. Printing, engraving, expert rate card man; supervise checking and auditing departments. Twelve years' experience. \$25 per week. Box 580, care Printers' Ink.

**Agency Copy Man Wants Advertising Managership**

Member of the Copy Staff of one of the best known and most highly regarded Advertising Agencies—previously with large National Advertiser—wishes to concentrate his broad experience upon one advertising problem with a future. Box 506, care of Printers' Ink.

**AUSTRALIAN: Ad-Man High-Grade**

Age 29. 11 year's agency and advertising managership, experience in Melbourne, Sydney, Brisbane, Adelaide. Dry Goods Store advertising experience. Last position advertising manager to largest wholesale and retail Boot and Shoe firm in Australia. Handle any position. "Copy" recognized by *Dry Goods Economist*. Capable "Copy" man open for high-grade proposition. Box 547, Printers' Ink.

*Advertising Solicitor and Executive*, thoroughly experienced, good reputation, favorably acquainted in N. Y. City and throughout Eastern territory, now engaged, seeks broader opportunity on general or class publication; reasonable expectations; highest references; correspondence confidential. Box 528, P. I.

**ADVERTISING MANAGER—AGE 30—DESIRES CHANGE**

Good reasons. Carried more inches of local display advertising during past year than was ever carried in history of paper, which is 27 years old. Have letters from Business Manager, Merchants' Board and Merchants. Prefer city of not over 50,000. Box 532, P. I.

Civil engineering graduate—28 years old—married. Four years publishing experience editing, managing and selling. Can handle sales work and write strong adv. copy and follow-up letters. Want to connect with good manufacturing concern anywhere or publisher who wants a live Chicago representative and is willing to pay a reasonable amount to start. Address C. W. G., Room 600, 445 Plymouth Court, Chicago.

**ADVERTISING SOLICITOR**

Am at present employed on one of the largest newspapers in the country. Experienced in classified, display and feature advertising. Wish to make change and will take classified managership of paper of 40,000 or more circulation. All my experience has been along constructive lines. No Inflated Ideas. Am competent correspondent. Can adjust my experience and ability to any field. References will be A-1. Box 533, P. I.

**A Dozen Requests a Day**

by telephone, telegraph, mail and in person come to us for back copies that cannot be supplied.

One *sure* way to avoid disappointment and inconvenience is to have us furnish you with Bound Volumes of PRINTERS' INK as issued.

**\$8.00 the set (postpaid)**

1914 or 1915 4 books to the set

**Printers' Ink Pub. Co.**  
185 Madison Ave., New York City

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# A Correction

In a previous advertisement in this publication, we unwittingly did an injustice to The Pittsburg Press, which we now desire to remedy.

After the necessarily hasty compilation of statistics of advertising printed by newspapers for the year 1915, it appeared that The Chicago Tribune stood at the top.

After a more thorough canvass of the situation, we now find that the volume of advertising printed by The Pittsburg Press exceeded that of The Chicago Tribune and that each of these papers printed far

more than any other newspaper in America.

Therefore The Chicago Tribune, (a morning and Sunday newspaper) easily leads its field in America, while The Pittsburg Press, (an evening and Sunday newspaper,) not only leads its field, but also leads the leader of the other field.

Therefore again, while gladly yielding the palm to The Pittsburg Press for 1915, we hereby warn our esteemed contemporary to look out for said palm in 1916.

Let us add that this correction is made voluntarily and without instigation save that of our own conscience.

## The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Circulation Over { 500,000 Sunday  
300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City  
Pacific Coast Advertising Office: 742 Market Street, San Francisco